Do the following self-analysis to determine your level of customer service:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Almost Always | Some-times | Almost Never | Not Applicable |
| 1. I know my products well, and I always try to teach my customer more about my organization’s products or services. |  |  |  |  |
| 1. I offer my customers options and alternatives so they may make a wise decision |  |  |  |  |
| 1. I explain all information, especially answers to their cancers and questions, carefully, fully, and respectfully. |  |  |  |  |
| 1. I do things for my customers, even when it’s not my job. |  |  |  |  |
| 1. I accept personal responsibility for solving a customer’s problem. |  |  |  |  |
| 1. I routinely follow up with several of my customers each week to see if they are happy with our product and services |  |  |  |  |
| 1. I learn my customer’s name whenever possible, use their name at least once in a conversation, and remember their names. |  |  |  |  |
| 1. I work at noticing something special about each person or listening for personal information he or she might |  |  |  |  |
| 1. I’m willing to give up personal time (breaks, lunchtime, at the end of my day, weekends) when the customer needs it |  |  |  |  |
| 1. I often do something extra to surprise and please my customer (exceed expectations). |  |  |  |  |
| 1. I take a sincere personal interest in my customer, and their families. |  |  |  |  |
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| 1. I really listen to my customers’ needs and feelings, then I act on what I hear |  |  |  |  |
| 1. When either my organization or I make a mistake, I do my very best to fix it. |  |  |  |  |
| 1. I often make suggestion of other things we can do to help the customer. If my organization/division or I can’t solve the customer’s problem, I’ll recommend another resource. |  |  |  |  |
| 1. I trust my customers and always assume that their intentions are honest. |  |  |  |  |
| 1. I always express my thanks and appreciation for choosing our organization/division when help a customer. |  |  |  |  |
| 1. I always treat the customer with respect, even if we disagree. |  |  |  |  |
| 1. I empathize with the customer’s concerns, even if t don’t agree with them. I use listening skills to acknowledge his or her feelings and show the customer that I care |  |  |  |  |
| 1. Even when the customers aren’t there. I do what’s best for them-not what’s easiest or fastest for me. |  |  |  |  |