

## Customer Focus Self-Assessment Questionnaire

**“80% of companies believe they deliver a superior customer experience and only eight percent of their customers agree.”**

Customer satisfaction is the life blood of a successful business. A loyal customer is the ultimate key to growing your business. This self-assessment questionnaire is designed to help create awareness for an owner/operator of a business. Answer these questions as realistically as you possibly can to get a sense where improvements truly can be made to your business.

1. Is the key purpose of the service or services your business offers clearly defined? (Consider your business value proposition. Is it written down anywhere?)  
 Not Applicable       Some way to go       Acceptable       Doing Well
2. Is it clear who the service or services of your business are targeted at?  
 Not Applicable       Some way to go       Acceptable       Doing Well
3. Are you able to tell whether your services are reaching their target group? Would you be able to tell if any priority customers are failing to get a service?  
 Not Applicable       Some way to go       Acceptable       Doing Well
4. Do you reward your employees for providing good customer service?  
 Not Applicable       Some way to go       Acceptable       Doing Well
5. Do you provide customer service training for your employees?  
 Not Applicable       Some way to go       Acceptable       Doing Well
6. Are you confident that staff structure reflects the needs of the customer? (Consider how your company structure is organized. Is it organized based on the emphasis required for superior customer service?)  
 Not Applicable       Some way to go       Acceptable       Doing Well
7. Are services being designed in conjunction with key partners to ensure joined up or “seamless” delivery to customers? (Consider where service gets handed off from one employee or function to another employee or function. Is the hand off being managed so the customer is being taken care of and not left to figuring out what next?)  
 Not Applicable       Some way to go       Acceptable       Doing Well

8. Has the customer journey been mapped and services changed to ensure that they are customer focussed? (Consider mapping an end to end process from when a customer makes a query to when a purchase is made and a bill is being paid. Do you know that all the steps are being managed effectively across the end to end process? )
- Not Applicable       Some way to go       Acceptable       Doing Well
9. Can you demonstrate that your service provides value for money?
- Not Applicable       Some way to go       Acceptable       Doing Well
10. Are clear and relevant service standards in place?
- Not Applicable       Some way to go       Acceptable       Doing Well
11. Is performance monitored against agreed standards in order to make improvements? (Consider “What gets measured gets done”. Are your employees measured and rewarded accordingly by meeting or exceeding these performance standards?)
- Not Applicable       Some way to go       Acceptable       Doing Well
12. Is performance benchmarked with other organizations and services? (Consider keeping track of how the competition is providing this service or searching how your industry businesses are performing overall in the provisioning of this service.)
- Not Applicable       Some way to go       Acceptable       Doing Well
13. Are your customers involved in the planning of new services?
- Not Applicable       Some way to go       Acceptable       Doing Well
14. Are your standards and complaints procedures communicated to customers?
- Not Applicable       Some way to go       Acceptable       Doing Well
15. Do you have employee procedures to help recover from and resolve customer complaints?
- Not Applicable       Some way to go       Acceptable       Doing Well
16. Is customer feedback gathered and used to make suggestions for service?
- Not Applicable       Some way to go       Acceptable       Doing Well
17. Are your employees given the opportunity to make suggestions for service improvements?
- Not Applicable       Some way to go       Acceptable       Doing Well
18. Do you know what the key points of contact are with your customers and are you managing these key touch points to make the most out of the customer experience?
- Doing Well       Some way to go       Acceptable       Doing Well
19. Are communications in plain English? (Consider that some businesses use business jargon to talk to customers where many customers may not understand what is being said)
- Not Applicable       Some way to go       Acceptable       Doing Well
20. Are all your customer-facing communications available in French?
- Not Applicable       Some way to go       Acceptable       Doing Well

21. Are new ways of providing services investigated in order to better meet the needs of your customers?

- Not Applicable       Some way to go       Acceptable       Doing Well

22. Has the learning and development required to ensure continuous improvement in customer service been identified?

- Not Applicable       Some way to go       Acceptable       Doing Well

23. Do you have loyal customers that are so thrilled about the level of service that you provide that they voluntarily promote your business to their friends and relatives?

- Not Applicable       Some way to go       Acceptable       Doing Well