

Customer Relationship Self-Assessment

Your scores to these ten customer relationship indicators will give you an idea of how well you are doing in the area of customer relationships.

Using a scale of 1 to 5, **indicate how strongly you agree (1) or strongly disagree (5) with the following statements about your leadership team.**

#	Your Team's Customer Service	Score 1-5
1	It is easy to find out how our employees and our customers feel about the level of customer service we provide.	
2	We are not often aware of the changes that must take place to improve customer relationships.	
3	We know what it takes to offer good customer service.	
4	We are committed to providing extraordinary customer service to all customers.	
5	We have a customer service plan in place that is tracked throughout the organization.	
6	We have training programs to reinforce the importance of our customer relationships.	
7	Customer-centered employees throughout our organization are rewarded for their efforts.	
8	We consistently and effectively respond to customer service problems.	
9	We are effective at dealing with difficult people.	
10	Good customer relationships drive our organization toward success.	

Total the numbers in the score column. The lower the score, the stronger the relationship with your customers.

- A score of 10-20 means that you have strong customer relationships.
- A score of 21-30 means that you have average customer relationships.
- A score greater than 31 means that you have unacceptable customer relationships; you better get implement "Customer Service Culture" ASAP!