



Assess Your Customer Service

For each statement below, tick whether you ALWAYS do this, Usually do this, Sometimes (e.g. 50/50) or Rarely. Please be honest – you will not be forced to reveal your answers.

	All the time	Usually	Sometimes	Rarely
1. I enjoy my job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I take pride in my appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I wear my uniform/work clothes with pride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. My name badge is always visible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I always make eye contact with customers when they enter my branch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I have a ready smile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. If I see things out of place in my branch I immediately put it right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I always say hello to customers or greet them in some similar way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I stop what I am doing as soon as a customer approaches me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I give customers my full attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I prioritise my customers' needs over my colleagues'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I ask how I can help each customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I listen closely to what the customer has to say	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I take an interest in the customer as a person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I keep my knowledge about products, services and offers up to date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



	All the time	Usually	Sometimes	Rarely
16. I can answer the customer's questions with confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. When I am unable to provide an answer, I take responsibility for finding it out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I hand over the customer to a colleague properly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. I use common courtesies with customers such as please and thank-you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. I put the person before the process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. I never keep the customer waiting longer than necessary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. I apologise to a customer if I do have to keep them waiting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. I avoid the use of jargon when speaking to a customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. I talk to the customer about what THEY are interested in, not what I am interested in, or have been told to sell.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. I respect the customer's views, even if I don't agree with them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. I give the customer my name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. I offer honest advice to my customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. I take time to check that I have answered all of the customer's queries to their satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. I thank the customer for their visit/purchase before they leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. I use the customer's name (just once or twice) to personalise their visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Scoring

For each 'All the time', give yourself 3 points. For each 'Usually' score 2 points, and for each 'Sometimes' score 1. Add up your scores.

Total:

If you scored **70-90 points**, you are giving good customer service consistently. Well done. Keep up the good work, and help your colleagues to reach the same standards as you.

If you scored **40-69 points**, you can deliver good customer service but for some reason, you do not do it consistently. Make that extra effort when you are feeling stressed or unmotivated – put yourself in the customer's shoes and remember that it is not fair to take out your bad day on them.

If you scored **20-39 points**, you are either at an early stage of your career in customer service (maybe you haven't been fully trained yet), or your heart isn't in it. You need to discuss your development needs with your manager and agree a specific development plan to improve your levels of customer service.

If you scored **less than 20 points**, it seems that you are probably not interested in a career in customer service. Providing a basic level of service of service is not difficult, and it seems that that you are choosing not to do it. Either change your attitude to your current job, or start looking for something that interests you more.