



## Exceptional Customer Service Self-Assessment

### **Instructions:**

***Please rate yourself on each statement to reflect your personal performance in each of the following aspects of providing exceptional customer service; Please note that “customers” in these statements includes internal customers, e.g., coworkers.***

**5 = Excellent**

**4 = Very good**

**3 = Fair**

**2 = Poor**

**1 = Very poor**

1. \_\_\_\_ Being friendly, kind, and respectful to all customers and potential customers (*whether you personally like them or not*)
2. \_\_\_\_ Making a point to notice customers who have not been greeted, and greeting them
3. \_\_\_\_ Listening to customers without interrupting
4. \_\_\_\_ Following through with what you say you will do
5. \_\_\_\_ Promptly returning phone calls and emails
6. \_\_\_\_ Doing your best to fulfill customers’ needs/requests
7. \_\_\_\_ Working with a positive attitude
8. \_\_\_\_ Being approachable and easy to get along with
9. \_\_\_\_ Being enjoyable to work with
10. \_\_\_\_ Leaving a bad mood or personal problems at home
11. \_\_\_\_ Jumping in to help out
12. \_\_\_\_ Avoiding a complaining or “that’s not my job” mindset

13. \_\_\_\_ Letting customers know, by your words and actions, that you value them
14. \_\_\_\_ Avoiding a harsh, rushed, or impatient tone of voice
15. \_\_\_\_ Avoiding closed-off or dismissive body language (e.g., arms crossed; no eye contact)
16. \_\_\_\_ Being knowledgeable and trustworthy regarding the work you do
17. \_\_\_\_ Working calmly and effectively with customers to resolve any problems or concerns
18. \_\_\_\_ Working to de-escalate tense situations; Avoiding “adding fuel to the fire”
19. \_\_\_\_ Having a professional appearance (i.e., clean, well-groomed, dressed appropriately)
20. \_\_\_\_ Trying to put yourself in your customers’ shoes, particularly when they are stressed
21. \_\_\_\_ Communicating clearly
22. \_\_\_\_ Taking personal responsibility for answering a customer’s question, or directing them to the right person
23. \_\_\_\_ Saying good things about your organization, its employees, customers, and services
24. \_\_\_\_ Respecting customer differences, e.g., those who value chit-chat vs. those who just want you to get the job done as quickly as possible
25. \_\_\_\_ Having a strong work ethic and working with excellence on a daily basis

**Reflection Questions:**

- *What are your strongest areas of customer service, according to this assessment?*
  
- *What areas were your lowest ratings? Do you agree that they are areas you should improve in?*
  
- *Please set a goal for one area of customer service in which you will focus on improving. Tell what actions you will take to make that happen.*