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| **Customer Service Checklist** |
| ☐ | Does your company train and reward staff for customer service? |
| ☐ | Does your company promptly respond to phone calls, e-mail, and online comments? |
| ☐ | Does your company immediately acknowledge customer purchase orders? |
| ☐ | Do you encourage staff to speak up on behalf of customers?  |
|  | Do you immediately follow-up on customer suggestions or referrals? |
| ☐ | Do you have a clear and generous return policy? |
| ☐ | Do you offer warranties or service programs? |
| ☐ | Do you have a hot line or live chat area for questions, complaints, and concerns? |
| ☐ | Do you resolve customer concerns quickly? |
| ☐ | Do you bend rules and tailor service for customers? |
| ☐ | Do your services exceed those of your competitors? |
| ☐ | Do you interact frequently with customers – online and in person – to find out their needs, receive and acknowledge their input, and address ways to serve them better? |
| ☐ | Do you monitor, respond to, and make improvements based on social media posts and customer reviews?  |
| ☐ | Do you sincerely thank customers for their business and input? |
| ☐ | Do you have programs that inspire loyalty? |
| ☐ | Is doing business with your company a highlight of your customer’s day? |