

Principles of Customer Service Success

Evaluate your present ability – after you've read the questions associated with each principle, select the number that best defines where you are at that skill level TODAY.

1. **You're customer is your paycheck.** How do you think of your customers? Do you recognize that they feed your family? – Do you understand that your degree of service and help determines your wage and success? 1 2 3 4 5 6 7 8 9 10
2. **Your attitude (the way you dedicate yourself to the way you think) determines the degree of excellence of service you perform.** How consistent is your positive attitude? Do you spend 15 minutes a morning reading positive information to get your day going? 1 2 3 4 5 6 7 8 10
3. **Customers call, contact, or visit for one reason, they need help!** How do you know that the customer receives help when they call? Have you documented the BEST responses for every reason a customer calls or contacts you? 1 2 3 4 5 6 7 8 9 10
4. **The value of a customer is 20 times his annual sales volume.** Do you know how much one customer means to your company? Have you ever lost a customer? Did you calculate the cost of the loss? 1 2 3 4 5 6 7 8 9 10
5. **A customer ready to repeat his purchase is a powerful business advantage.** How many re-orders do you get? What is the percentage of re-orders your company gets? How many chances have you lost? 1 2 3 4 5 6 7 8 9 10
6. **"Customer Satisfaction" is worthless.** How do you rate the level of your success with customers? Do you rate how satisfied they are? Do you rate how loyal they are? 1 2 3 4 5 6 7 8 9 10
7. **When you're done speaking with a customer or the transaction is over, that's when they start talking.** How do you think people talk about you when you're not there? What are you doing to ensure positive experiences for every customer who calls? 1 2 3 4 5 6 7 8 9 10
8. **Word-of-mouth advertising is 50 times more powerful than advertising.** It's about creating "WOWs!" at every ordinary situation. What's the word out in the street about you? How many people call you out of the blue to place orders? How many people tell you positive stories they heard about you? 1 2 3 4 5 6 7 8 9 10
9. **Your friendliness and willingness to help is in direct proportion to your success.** How friendly are you? How willing are you to help? When a customer calls with a problem, do you try to get rid of it, or are you the person who solves it? 1 2 3 4 5 6 7 8 9 10

10. **Company policy is written in terms of the company, not the customer.** How often do you say the word policy? Do you use policy as a reason to say no?
1 2 3 4 5 6 7 8 9 10
11. **Service is feeling.** How do you feel on the inside after each customer interaction?
1 2 3 4 5 6 7 8 9 10
12. **The secret to success customer service is start with YES!** Do you always start with YES? Do you always offer the solution?
1 2 3 4 5 6 7 8 9 10
13. **The customer's perception of good or bad service is the measure of you success or failure.** How do customers perceive you? Have you ever asked on?
1 2 3 4 5 6 7 8 9 10