

Introduction: Customer Rating

- 1. Unacceptable** – This is bad service at any level. Call it poor, terrible, less than stellar – bottom line is it is unacceptable for any reason.
- 2. Basic** – commodity and minimum standards.
- 3. Good** – your customers identify your service as “satisfactory.”
- 4. World Class** – This is a big jump from good. It is beyond satisfactory. Customers think of your company as great. You create value. Customers compare you with others in your industry.
- 5. Trademark** – Others are compared to you. You are the industry benchmark for great service.

Source:

Take a self-assessment.

Each of the following questions is a two-part question. One answer is on a company level and the other is on a personal level. If you do not personally deal with outside customers, take a look at how you service your internal customer. The questions are:

- What level of service does your company and you, as an individual, provide for your customers and clients?
- How would you describe yourself based on the above descriptive levels of service?
- What companies inside of your industry could be assigned to each of these levels of service?
- What companies outside of your industry could you assign to each of these levels of service?
- What do the companies who have “World Class” and “Trademark” (both inside and outside of your industry) do that you could emulate?
- If you are not already at the “Trademark” level – and very few companies are – what would it take to get you a step closer, or even all of the way there?



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