

Ch6 | *Extreme Customer Focus*

Effectiveness Audit

Below is a brief audit to help you determine how well your organization is doing on the key items outlined in this chapter. It is essential that you be completely honest in how you score the questions. This is not an exercise to get the highest score; it is a diagnostic tool to discover areas that need focus and improvement. On a scale of 1 to 10, with **one being strongly disagree** and **ten being strongly agree**, how would you score the following statements?

1. Our organization is highly effective at executing all of our important initiatives _____
2. Our leadership believes strongly that giving customers a consistently superior experience will lead to profitable growth _____
3. Customer focused employee behaviors are recognized and generously rewarded _____
4. We have an engaging and inspiring customer service vision _____
5. Our entire business is organized around delivering consistently superior customer service _____
6. We do an excellent job of “owning the voice of the customer” _____
7. Customer feedback is used to drive continuous improvement of our customer service delivery _____
8. We have a real commitment to delivering high levels of customer service and refuse to tolerate anything less than superior customer service _____
9. In this organization we set and enforce very high standards of performance _____
10. We continuously measure customer satisfaction and engagement _____
11. Maintaining very high levels of customer engagement and satisfaction is a top priority in our organization _____
12. We have identified the critical few Moments of Truth that are essential to delivering consistently superior customer service in our business _____
13. We have detailed and extremely thorough systems and processes to ensure a flawless delivery of our critical touchpoints each and every time they interact with the customer _____
14. Our frontline, customer-facing employees receive ample training, support and resources to allow them to successfully deliver superb customer service _____

Audit Scoring Key

A score of 9-10 indicates strength in your organization.

A score of 7-8 is a good score, but has room for improvement.

A score of 5-6 is an area of concern – this score needs to be brought up because if it heads in the other direction it could lead to serious issues.

A score of 3-4 is in the danger zone and requires attention and resources to get it moving up the scale quickly.

A score of 1-2 is an emergency and should be dealt with immediately.