

Company Perspective on Serving the Customer

Each individual who completes the Profiles Customer Service Perspective survey will be asked to respond to the following questions. These questions focus on attitudes and behaviors for working with customers.

Please answer each question as **YOU WOULD LIKE YOUR EMPLOYEES** to respond. These responses will help define your company's standard on service to the customer. Please check **Yes** if you think that the statement is true or correct, or **No** if you think that the statement is false or incorrect.

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| 1. Yes <input type="checkbox"/> No <input type="checkbox"/> | There are times when my supervisor may need to speak to the customer. |
| 2. Yes <input type="checkbox"/> No <input type="checkbox"/> | Resolving problems starts and stops with me. |
| 3. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is important to chat with my customers for a few minutes before getting down to business. |
| 4. Yes <input type="checkbox"/> No <input type="checkbox"/> | When things don't go right for a customer, the best thing is to be honest and tell them why. |
| 5. Yes <input type="checkbox"/> No <input type="checkbox"/> | Using a supervisor to help with a difficult client is a sign of weakness. |
| 6. Yes <input type="checkbox"/> No <input type="checkbox"/> | I don't need to let the customer know what's going on when calling my supervisor for help. |
| 7. Yes <input type="checkbox"/> No <input type="checkbox"/> | Once a customer asks to speak to the supervisor, that customer cannot be salvaged. |
| 8. Yes <input type="checkbox"/> No <input type="checkbox"/> | Certain technical questions should be referred to an internal expert or supervisor. |
| 9. Yes <input type="checkbox"/> No <input type="checkbox"/> | Sometimes customers need to vent on personal issues; it makes them a better customer. |
| 10. Yes <input type="checkbox"/> No <input type="checkbox"/> | No customer is ever too chatty; keep them talking as long as necessary. |
| 11. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is often useful to ask a question or two before letting the customer go; sometimes they have another need to fill. |
| 12. Yes <input type="checkbox"/> No <input type="checkbox"/> | I can't solve all problems of a customer, some things have to be referred on or left alone. |
| 13. Yes <input type="checkbox"/> No <input type="checkbox"/> | It isn't necessary to suggest complementary services or products, customers know what they want when they call. |
| 14. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers don't care how many people they have to talk to as long as they get the answers they need. |
| 15. Yes <input type="checkbox"/> No <input type="checkbox"/> | Some customers have better knowledge of the solution to a problem than I do. |
| 16. Yes <input type="checkbox"/> No <input type="checkbox"/> | One of the ways we offer great service is to help in ways customers did not request. |
| 17. Yes <input type="checkbox"/> No <input type="checkbox"/> | My job is to fulfill the customer's request, even if I don't understand it, rather than waste their time asking questions. |
| 18. Yes <input type="checkbox"/> No <input type="checkbox"/> | If I hear a customer speaking badly about another area of the company, I should always defend the company. |
| 19. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is more important to bring in new customers than to maintain the ones you currently have. |
| 20. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers tend to expect more from you as they continue to do business with you. |
| 21. Yes <input type="checkbox"/> No <input type="checkbox"/> | If your product is good, your customers will come back even if your service is below average. |
| 22. Yes <input type="checkbox"/> No <input type="checkbox"/> | If a customer seems to have trouble understanding what I am saying, I will get someone else to explain it to them. |
| 23. Yes <input type="checkbox"/> No <input type="checkbox"/> | My department's policies are less important than what I think is best for the customer. |
| 24. Yes <input type="checkbox"/> No <input type="checkbox"/> | Serving customers quickly is the most important thing to do. |

25. Yes No In order to keep customers happy, sometimes you need to say something that isn't entirely true.
26. Yes No Customers should be just as comfortable dealing with me as with one of my co-workers.
27. Yes No Your job is to solve your customer's problem, not to be a sympathetic ear.
28. Yes No When a customer starts to complain about things you know are wrong about your company, it is time to stop agreeing with the customer and defend your company.
29. Yes No It is important to always give customers what they ask for even if I don't think it will be right for them in the long run.
30. Yes No Never let a customer see that you don't know something.
31. Yes No It is often possible to satisfy a customer by explaining why he or she is wrong.
32. Yes No When a customer tells you that you are wrong, the best thing to do is to defend your original position.
33. Yes No Customers expect you to be friendly no matter how busy you are.
34. Yes No It is better to wait until several people complain about a problem before trying to correct its cause.
35. Yes No I should serve important customers before others, even if it is not their turn.
36. Yes No The more I know about my product, the more my customers will trust me.
37. Yes No It is important to appear to customers that I have the authority to solve their problems.
38. Yes No Most customers will read a manual if you provide it for them.
39. Yes No I should never allow my customers to think they know more about my products than I do.
40. Yes No All customers should be treated the same; no customer is more important than any other.
41. Yes No Customers don't care whether you call them by name, as long as they get good service.
42. Yes No If I am dealing with a customer and an irate customer interrupts, I should immediately deal with the irate customer.
43. Yes No It is important for me to be able to make a decision on the spot with a customer, rather than having to go to my manager.
44. Yes No Customers don't like to be asked a lot of questions.
45. Yes No Sometimes you have to disagree with a customer.
46. Yes No I always follow up with customers to see that they are satisfied with the service I gave them.
47. Yes No Sometimes disagreeing with a customer will lead to better results for all concerned.
48. Yes No I should accept my company's policies and procedures, even if they interfere with good customer service, rather than try to change them.
49. Yes No Some customers we just don't want.