

Customer Relations Self Evaluation

Check the “yes” and “no” blanks that apply and total the number of “yes” responses at the bottom.

1. Do you realize that your established customers, even the small ones, are your best accounts because they are easier to sell and require fewer “special deals”?
Yes___ No___
2. Do you communicate to all your customers that they are important to you?
Yes___ No___
3. Do you encourage return business? Yes___ No___
4. Do you tailor your service to the customer’s particular needs? Yes___ No___
5. Do your customers usually call on you when they have a tough problem to solve?
Yes___ No___
6. Do you provide any unique or special services for your customer that they would find difficult to duplicate? Yes___ No___
7. Are your customers genuinely convinced you have their interest and welfare at heart? Yes___ No___
8. Do you ever take a customer for granted? Yes___ No___
9. Do you go out of your way to learn as much about each customer as practical?
Yes___ No___
10. Do you follow up to make sure your customers’ orders are filled accurately and delivered on time? Yes___ No___
11. If a customer registers a complaint, do you handle it promptly? Yes___ No___
12. Do you always follow up on problems and complaints to make sure their resolution is satisfactory to the customer? Yes___ No___

Total “Yes” Answers

To determine your rating, add together all of the “yes” answers. Compare your rating to the scale below. If your score is:

- 10-12 – Your customers are probably loyal. You rate better than average.
- 8-9 – Mediocre to fair
- Below 8- You may be needlessly losing established customers to competitors and it’s time to reassess the service you’ve been giving them.