

Customer Care Self-Evaluation Questionnaire

Use the form below to look at any development areas you may have. Use the end column to look at what actions you could possible do to improve, this could include work shadowing, training or LinkedIn Learning (see the POD web page for more resources)

| Statement | Never | Rarely | Sometimes | Often | Always | Action required |
| --- | --- | --- | --- | --- | --- | --- |
| I try to anticipate and understand my customers’ needs so that I am ready to receive them.  |  |  |  |  |  |  |
| When receiving a customer, I am welcoming and keen to help. |  |  |  |  |  |  |
| I explore all possible options with the customer to find solutions to meet their needs.  |  |  |  |  |  |  |
| If I am unable to meet a customer’s request, I do my best to seek out someone who can. |  |  |  |  |  |  |
| When speaking to a customer on the phone, I use language and a tone that conveys my positive interest in their call. |  |  |  |  |  |  |
| When a customer has a complaint, I am sympathetic and listen carefully to what they have to say.  |  |  |  |  |  |  |
| Faced with an irate customer whose complaint I do not feel is justified, I respond calmly and professionally. |  |  |  |  |  |  |
| I try to resolve complaints as quickly as possible. |  |  |  |  |  |  |
| I view each customer complaint as valuable feedback and an opportunity to improve things. |  |  |  |  |  |  |
| I respond to and deal with customers on behalf of my colleagues in their absence rather than leaving the customer waiting. |  |  |  |  |  |  |
| If I am busy with something when a customer contacts me, I stop what I am doing straight away to deal with them. |  |  |  |  |  |  |
| I do all that is possible to give my customers what they want, but when doing this I manage expectations carefully so that I do not overpromise and underdeliver. |  |  |  |  |  |  |
| When giving a customer information on a product or service, I avoid jargon and explain things in a manner that they will understand clearly. |  |  |  |  |  |  |
| In order to give a customer the best service possible, I look for the added value element. |  |  |  |  |  |  |
| I think about what I can do to retain my customers. |  |  |  |  |  |  |