



"Changing people's habits and way of thinking is like writing your instructions in the snow during a snowstorm. Every 20 minutes you must rewrite your instructions. Only with constant repetition will you create change."

-Donald L. Dewar

THE TEN COMMANDMENTS OF CUSTOMER SERVICE SURVEY

These issues are centered around the theme of customer satisfaction and quality. How many of these commandments does your organization have? Take this quiz and find out your level of Customer Service Excellence.

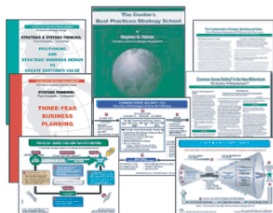
- ___ 1. Bring 'em back alive. Do you ask customers what they want and give it to them again and again?
- ___ 2. Systems, not smiles alone. Saying please and thank you doesn't insure you'll do the job right the first time, every time. Only systems guarantee you that. Do you have a customer service system?
- ___ 3. Under-promise and over-deliver. Customers expect you to keep your word. Do you exceed it?
- ___ 4. When the customer asks, the answer is always yes. Period. What happens in your organization?
- ___ 5. Fire your inspectors and consumer relations department. Every employee who deals with clients must have the authority to handle complaints. Do yours?
- ___ 6. No complaints? Something's wrong. Encourage your customers to tell you what you're doing wrong.
- ___ 7. Measure everything. Baseball teams do it. Football teams do it. Basketball teams do it. You should too.
- ___ 8. Salaries are unfair. Pay people like partners. Are your salaries above your competitors?
- ___ 9. Your mother was right. Show people respect. Be polite. It works. Are you known for this?
- ___ 10. Benchmark. Learn how the best really do it; make their systems your own. Then improve them. Do you?



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