

# Customer Service Profile™

Company Service Perspective

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## INSTRUCTIONS

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.

YES	NO
	1. All of a customer's concerns are important; never dissuade them from asking questions.
	2. All customers should be treated the same; no customer is more important than any other.
	3. Certain technical questions should be referred to an internal expert or supervisor.
	4. Customers don't care how many people they have to talk to as long as they get the answers they need.
	5. Customers don't care whether I refer to them by name, as long as they receive good service.
	6. Customers don't like to be asked a lot of questions.
	7. Customers expect me to be friendly no matter how busy I am.
	8. Customers should be just as comfortable dealing with me as with any of my co-workers.
	9. Customers should expect more attention and better service as they continue to do business with me.
	10. Developing rapport with a customer is a good way to hear what else they may need.
	11. I should follow up with customers to see that they are satisfied with the service I gave them.
	12. I can't solve all of a customer's problems; some concerns have to be referred to others or left alone.
	13. If a customer wants to chat, I should let them.
	14. If I hear a customer speaking badly about our business, I should defend the company.
	15. If our product is high quality, customers will come back even if my service is below average.

YES	NO
	16. In order to keep customers happy, I may need to say something that isn't entirely true.
	17. It is better to serve as many customers as possible than to spend extra time with each individual customer.
	18. I should wait until several people complain about a problem before trying to correct its cause.
	19. I should make decisions promptly when talking to a customer, rather than going to my manager for advice.
	20. I should give customers what they ask for even if I don't think it will be right for them in the long run.
	21. It is important to track how long I spend with each customer to help decrease wasted time.
	22. It is more important to attract new customers than to maintain the ones we currently have.
	23. It is often possible to satisfy a customer by explaining why he or she is wrong.
	24. It is often useful to ask a question or two before letting the customer go; sometimes they have another need to fulfill.
	25. It is the duty of the customer to have all information ready when they contact us; we don't have enough time to walk them through the basics.
	26. It isn't necessary to suggest complementary services or products; customers know what they want when they contact us.
	27. It's a good feeling when I can help a customer by realizing something else they need.
	28. Length of customer contact time is less important than doing what is required to satisfy them.
	29. Departmental policies are less important than what I think is best for the customer.
	30. My job is to fulfill the customer's request, even if I don't understand it; I shouldn't waste their time asking questions.
	31. I should never give a customer any reason to think that I don't know something about my job.
	32. Once I have a customer's requests fulfilled, I immediately help the next customer waiting.

YES	NO
	33. One of the ways I should offer great service is to help in ways customers did not request.
	34. Resolving customers' concerns should start and stop with me.
	35. Service is enhanced when I have complete authority to act on the customer's behalf.
	36. Serving customers quickly should be the most important thing to do.
	37. Some customers simply cannot be satisfied.
	38. Sometimes disagreeing with a customer will lead to better results for all concerned.
	39. Sometimes I hesitate to let customers know about other products and services since their time is valuable and shouldn't be wasted.
	40. The more I know about our products and services, the more my customers will trust me.
	41. There are times when I should have a supervisor speak to the customer.
	42. Using a supervisor to help with a difficult client is a sign of weakness.
	43. When a customer asks to speak to the supervisor, the customer relationship can't be salvaged.
	44. When a customer tells me that I am wrong, I should defend my opinion.
	45. When calling my supervisor for help, I don't need to let the customer know what's going on.
	46. If a conversation with a customer is going too long, I should find the most expedient way to break free; others need my attention too.
	47. If my supervisor helps me with a customer, I should discuss how the customer was handled so I can learn from the situation.
	48. Once their initial request is handled, I should ask the customer if there's anything else I can do.
	49. With customers who can't be satisfied by my service, there's no point in finding someone else to address their needs.
	50. Solving a customer's problem in a professional manner should be more important than sympathizing with their personal situation.