

CHECKLIST

Customer Service Sampling

Contact a random sample of customers (10 – 20). Ask them to rate your operation between 1 – 10.

Customer Satisfaction Survey

What do you think of the service to you?
It would help us if you would rate this on a 1 –10 scale
(1 is poor, 5 is average, 10 is excellent)

<u>Activity</u>	<u>Your Score</u>	<u>Our Target</u>
• Response Time		10
• Accuracy of orders		10
• Complete orders		10
• Product Damage		10

Thank you for your co-operation and in helping us to improve.

Remember that 'Perception is Reality', so what your customers think, is the most important thing you need to know.