

Good customer service is key for any business, whether the customer is 'internal' or 'external' to the organisation.

customerindex360© provides feedback on the service that the team/organisation provides its customers.

**Do you try to enter the customer's mindset about their business and needs**

**Do you agree performance standards with the customer and focus on meeting these**



**Do you recognise the importance of relationships at all levels, and work on these**

**Are you innovative and keen to learn and develop with the customer**

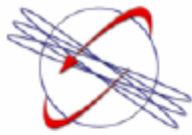
customerindex360© was developed in 2004 in response to the need from clients for a customer satisfaction survey. It can be used for internal and external reviews of customer service. It is particularly useful for internal service departments e.g. Finance and Human Resources.

It can be used with any number of people, from a small team to a whole organisation. Comparisons can be made between different groups, functions, etc.

#### **When to use it**

- To gain a much clearer picture as to what customers need.
- To enable organisations to prioritise where to focus attention to improve service levels.
- To measure service levels over time.
- To improve relationships and co-operation with customers.
- To enable customers to have a greater understanding of what is done and the challenges suppliers face.
- To become more proactive rather than reactive with customers.
- To open up new communication channels with customers.
- To demonstrate forward thinking and that the organisation value and encourage customer feedback.

# Example of the Questionnaire



## customerindex360© The Questionnaire

- 01. Can see things from a customer's perspective

Disagree 1 2 3 4 5 6 7 Agree
- 02. Helps the customer define SMART (specific, measurable, achievable, realistic) standards

Disagree 1 2 3 4 5 6 7 Agree
- 03. Seeks feedback, accepts it and acts upon it

Disagree 1 2 3 4 5 6 7 Agree
- 04. Helps customer to set stretching targets

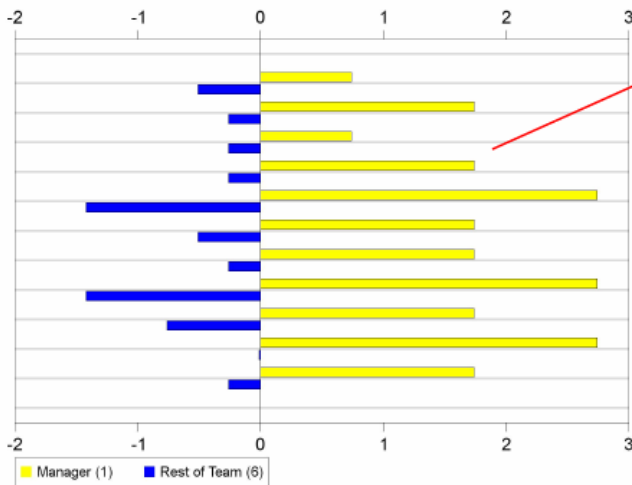
Disagree 1 2 3 4 5 6 7 Agree
- 05. Seeks innovative ways of meeting customer needs

Disagree 1 2 3 4 5 6 7 Agree

The 44 'statements' in the Questionnaire are simple and direct, focusing on the key aspects of customer service

# Example of report

Benchmark: Average Response (4.26)



## SECTION I

The 'Manager' is more positive in every area in this section compared to 'Rest of Team'

### Understanding customer needs

- (44) Helps the customer define their needs in a way that can be met
- (17) Listens to customer, reflecting back regularly to check understanding
- (42) Provides written documentation that accurately describes customer needs
- (01) Can see things from a customer's perspective
- ✓ ✦ ★ (12) Is flexible in meeting changing needs
- (25) Understands customer's business environment
- (36) Is able to challenge customer thinking constructively
- ✓ ✦ ★ (11) Is aware of how the customer's strategy affects potential future needs
- (31) Understands how the customer measures success
- ✓ (41) Appreciates the cost and budget constraints of the customer
- (07) Spends time to get to know the business of the customer

Key: ✓ Strength ★ Development Need ✦ Low Consensus ✦ Gap in Perception

## SECTION I

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### Manager (1)

100
100
100
100
100
100
100
100
100
100
100

### Rest of Team (6)

46	26	28
50	25	25
50	50	
25	50	25
33	33	33
67	33	
50	50	
25	50	25
83	17	
50	25	25
25	50	25
33	17	50

Key: % Low % Neutral % High