Results & Key Findings

Sample

Customer Service Assessment (Overview)

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Value............................................................................................................................................... 5

For this sample only page 3 of the Survey Results has been included
Methodology

The assessment employs a six-point interval scale to assess your organization’s performance measured against 35 statements. Each statement requires a response ranging from “Strongly Disagree” to “Strongly Agree”. Or the participant may choose a “Don’t Know/Not Applicable” response. Responses from all participants are aggregated resulting in performance mean scores.

The Results & Key Findings report is designed to reflect:

1. Alignment: Group perception of performance in each category.
2. Priorities: The areas your participants perceive to be the “Key Issues”.
3. Performance: How your organization’s performance is currently viewed in the areas of Resource, Knowledge and Value
4. Focus: The areas your participants perceive to be both “High-Impact” and “Low-Performance”.

Utilization

1. Review the Degree of Impact Summary in order to:
   • Establish a broad understanding of how you prioritized issues.
   • Identify how you rated their performance.
2. Review the detail report pages to validate and gain further understanding of the performance scores.
3. Validate and compare your observations with those of your customers.
4. Select your top issues, define solutions, and craft an action plan to improve performance.
5. Six to twelve months’ later retake the assessment and benchmark against previous results.

Customer Service

For additional support or technical assistance please contact:

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This report compares the responses from each group and displays the level of alignment.

**Customer Priorities**

1. Products/Services: 2.58
2. Competence: 2.70
3. Courtesy: 2.46
4. Reliability: 3.13
5. Responsiveness: 2.47
6. Convenience: 2.65
7. Value: 2.88
8. Customer Service: 2.88

**Employee Priorities**

1. Products/Services: 3.42
2. Reliability: 3.45
3. Competence: 2.37
4. Courtesy: 3.38
5. Convenience: 3.05
6. Customer Service: 2.83
7. Value: 3.18
8. Responsiveness: 3.43

**Management Priorities**

1. Reliability: 4.30
2. Convenience: 3.77
3. Competence: 3.43
5. Courtesy: 4.28
6. Product/Services: 4.22
7. Responsiveness: 4.46
8. Value: 4.11
This section plots the 8 areas within the Customer Service Assessment. The vertical axis represents the performance score and the horizontal axis represents the order of importance priority, with the highest importance priority to the right. The importance ranking table reflects the assessment topics in order of weighted priority, as determined by the group, and indicates the performance mean score.

### Importance Rankings

<table>
<thead>
<tr>
<th>#</th>
<th>Importance Ranking</th>
<th>Impact</th>
<th>Perf.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Products/Services</td>
<td>90.14%</td>
<td>2.58</td>
</tr>
<tr>
<td>2</td>
<td>Competence</td>
<td>69.19%</td>
<td>2.70</td>
</tr>
<tr>
<td>3</td>
<td>Courtesy</td>
<td>57.57%</td>
<td>2.46</td>
</tr>
<tr>
<td>4</td>
<td>Reliability</td>
<td>49.12%</td>
<td>3.13</td>
</tr>
<tr>
<td>5</td>
<td>Responsiveness</td>
<td>45.77%</td>
<td>2.47</td>
</tr>
<tr>
<td>6</td>
<td>Convenience</td>
<td>40.67%</td>
<td>2.65</td>
</tr>
<tr>
<td>7</td>
<td>Value</td>
<td>35.04%</td>
<td>2.88</td>
</tr>
<tr>
<td>8</td>
<td>Customer Service</td>
<td>30.81%</td>
<td>2.88</td>
</tr>
</tbody>
</table>

### Comments:

- **Responsiveness**: Lower Impact - Higher Score
- **Convenience**: Higher Impact - Lower Score
- **Value**: Lower Impact - Higher Score
- **Reliability**: Higher Impact - Lower Score
- **Competence**: Lower Impact - Lower Score
- **Customer Service**: Lower Impact - Lower Score
- **Convenience**: Higher Impact - Lower Score
- **Products/Services**: Lower Impact - Lower Score

**Mean:** 2.72
## Survey Results

This section of the report compares participant perceptions of the organization.

### Courtesy

<table>
<thead>
<tr>
<th>FREQUENCY OF RESPONSE</th>
<th>Positive Scores</th>
<th>Customer Mean Score:</th>
<th>Employee Mean Score:</th>
<th>Management Mean Score:</th>
</tr>
</thead>
<tbody>
<tr>
<td>DK 1 2 3 4 5 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Employees greet me warmly and courteously.
- **Customer**: 0% 54% 3% 4% 13% 14% 6% 20%
- **Employee**: 0% 38% 8% 8% 25% 18% 5% 23%
- **Management**: 0% 6% 25% 16% 19% 22% 13% 34%

#### Employees are eager to serve.
- **Customer**: 0% 32% 23% 1% 7% 18% 11% 30%
- **Employee**: 0% 35% 0% 0% 13% 25% 28% 53%
- **Management**: 0% 0% 13% 0% 13% 44% 31% 75%

#### Employees remember and use my name.
- **Customer**: 0% 54% 0% 1% 13% 15% 10% 25%
- **Employee**: 0% 33% 0% 10% 28% 20% 10% 30%
- **Management**: 0% 6% 13% 9% 25% 34% 13% 47%

#### Employees introduce themselves by name.
- **Customer**: 0% 31% 25% 1% 14% 14% 7% 21%
- **Employee**: 0% 33% 3% 3% 18% 33% 5% 38%
- **Management**: 0% 6% 6% 13% 25% 16% 34% 50%

#### Employees take the time to acknowledge me even if they are busy.
- **Customer**: 0% 55% 0% 11% 4% 13% 10% 23%
- **Employee**: 0% 35% 0% 15% 8% 25% 18% 43%
- **Management**: 3% 3% 13% 6% 22% 28% 25% 53%

#### Employees demonstrate a sincere desire to understand my needs.
- **Customer**: 0% 32% 24% 4% 13% 13% 7% 20%
- **Employee**: 0% 35% 3% 8% 15% 28% 13% 40%
- **Management**: 3% 3% 9% 16% 16% 22% 31% 53%

### Products/Services

<table>
<thead>
<tr>
<th>FREQUENCY OF RESPONSE</th>
<th>Positive Scores</th>
<th>Customer Mean Score:</th>
<th>Employee Mean Score:</th>
<th>Management Mean Score:</th>
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</thead>
<tbody>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### The selections of products/services offered meet my needs.
- **Customer**: 0% 39% 15% 6% 11% 14% 7% 21%
- **Employee**: 0% 35% 5% 5% 18% 33% 5% 38%
- **Management**: 3% 6% 3% 19% 19% 38% 13% 50%

#### Products/Services deliveries are fast and responsive.
- **Customer**: 1% 17% 39% 4% 15% 8% 7% 15%
- **Employee**: 3% 35% 3% 5% 15% 25% 15% 15%
- **Management**: 3% 3% 3% 9% 16% 28% 22% 50%

#### I am often asked for feedback regarding products/services I use.
- **Customer**: 0% 38% 20% 1% 10% 17% 7% 24%
- **Employee**: 0% 33% 5% 5% 13% 25% 20% 45%
- **Management**: 3% 3% 9% 16% 25% 28% 16% 44%

#### It is easy for me to buy their products/services.
- **Customer**: 0% 17% 37% 7% 10% 15% 7% 23%
- **Employee**: 0% 33% 0% 5% 10% 30% 23% 53%
- **Management**: 3% 0% 13% 0% 28% 44% 13% 56%

#### The quality of the products/services is excellent.
- **Customer**: 0% 25% 15% 21% 13% 13% 6% 18%
- **Employee**: 0% 35% 3% 8% 16% 25% 13% 38%
- **Management**: 0% 6% 16% 13% 9% 44% 13% 56%