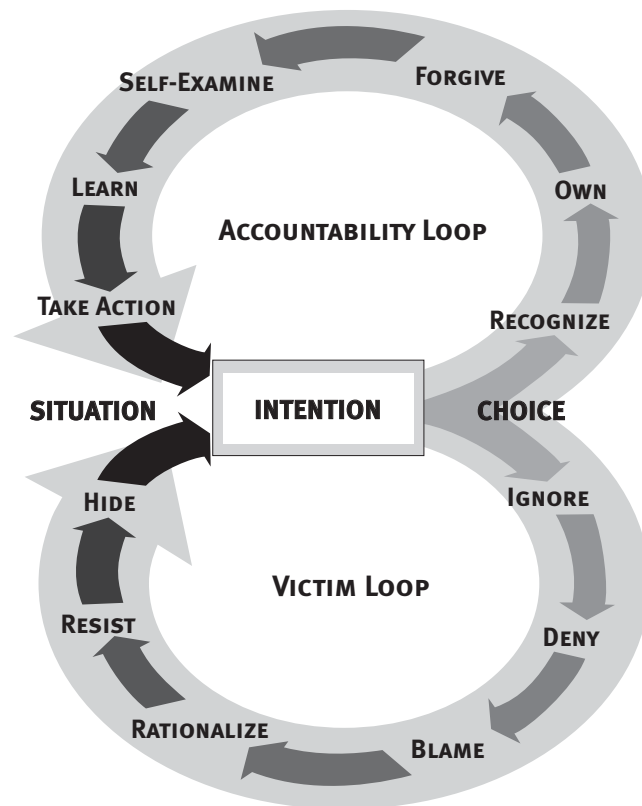


Lesson #3: Recognize and Own — Improving Customer Satisfaction



Lesson #3: Recognize and Own – Improving Customer Satisfaction

Now that you are aligned and clear about the expectations of your customers and organization, and have a sense of the reputation you want to have a year from now, it is important to identify your strengths and areas for improvement regarding customer satisfaction.

During this section you will have the opportunity to:

- Assess internal and/or external customer satisfaction and service
- Establish an action plan to improve your role and effectiveness with internal and/or external customers

Before you move further into the Personal Accountability Model, please review the results of the commitments you made from Lesson #2.

A. Team Brainstorm #1: Review Accomplishments from Lesson #2

Based on the commitment made from the team to change a behavior or take an action to improve team accountability and effectiveness what were the results?

What actions do you commit to taking or continuing in order to maintain or improve on the results that you achieved above?

B. Team Assessment #1: Organizational and Customer Expectations

What are the most important expectations that your customers have of your team and the agreed upon level of satisfaction perceived by your customers?

Customer or Organizational Expectation	1 Very Low	2 Low	3 Average	4 High	5 Very High
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

C. Team Activity #1: Summary of Strengths and Opportunities for Improvement

According to the previous assessment, what are your team's strengths based on the perception of your customers?

Based on the previous assessment, what are your team's areas for improvement based on the perception of your customers?

D. Team Activity #2: Prioritize Improvement Goals

Based on the potential areas for improvement, identify the top 1 to 3 areas of improvement that you will have the greatest chance of being successful within a 3 to 6 month period and be the most meaningful to your customers.

1.
2.
3.

E. Team Question Set#1: Improving Your Role and Relationship with Customers

Either as a group or in partners (one-on-one) answer the following questions, share your responses and identify an action you could take for improving customer service.

1. Choose a customer relationship that could be improved.
2. What does your customer expect from you?
3. How well do you currently meet those needs based on your customer's perception?
4. What communication does your customer need from you?
5. How well do you meet those needs?