

## Customer Delight Where Are We Now?

**Rate on a 1 to 5 scale (5 = no improvement is needed)**

- 1) This organization is focused externally \_\_\_\_\_
- 2) Staff are fully empowered to delight customers \_\_\_\_\_
- 3) We are constantly looking for better ways to delight our customers \_\_\_\_\_
- 4) We listen to what our customers are telling us and act accordingly \_\_\_\_\_
- 5) We know who our customers are \_\_\_\_\_
- 6) We know what our customers want \_\_\_\_\_
- 7) We have an ongoing process to monitor how delighted our customers are \_\_\_\_\_
- 8) Our staff are trusted to do the right thing \_\_\_\_\_
- 9) All of our policies make sense \_\_\_\_\_
- 10) We are actively engaged in building long-term relationships with our customers \_\_\_\_\_
- 11) Our plans are current and regularly updated \_\_\_\_\_
- 12) Training is important to this organization \_\_\_\_\_
- 13) Training is relevant to what we do \_\_\_\_\_
- 14) We realize that the smallest things can have the biggest impact on how delighted our customers will be \_\_\_\_\_
- 15) We treat every customer the way they want to be treated \_\_\_\_\_

Total \_\_\_\_\_ out of 75

**From *Achieving Customer Delight In Your Organization - Field Book*, by John J. and Sheryl R. Paul - ISBN 1893827003 - Order from [amazon.com](http://amazon.com)**