



Customer Experience Performance Evaluation (Professional Services Firm Edition)

The following evaluation form is designed as a simple method to quickly ascertain just how customer focused your business / organisation really is.

Place a tick in each box where your answer is yes. Total your score and see how your organisation rates.

1. Do we have a publicly stated Service Charter for our business, outlining key performance indicators in all areas of customer service, including opening hours, customer confidentiality, customer communication, response times, complaints procedures and redress? ☐
2. Are our business trading hours based on what we know best suit our customers needs and wants? ☐
3. Do we have sufficient car-park spaces for our customers and are the ones nearest our front door reserved for customers and not senior management or staff? ☐
4. If we don't have onsite car parking for clients, are we able to provide clear instructions as to where the closest and most convenient public car park is located? ☐
5. Do we have a daily procedure for ensuring that all external areas of our premises, including footpaths and car-parks (where applicable), are kept clean, tidy and free of rubbish at all times? ☐
6. Do we have a 'welcome' sign or doormat at the entrance of our premises? ☐
7. Is there a welcoming 'feel' about the entrance to our business premises? ☐