

Customer Service Audits and Assessments

Customer service is best defined as “the point where customer expectations meet reality.” World-Class customer service is when reality meets or exceeds those customer expectations on a consistent basis.



Achieving significant and sustained improvements in an organization's service levels are rarely achievable by applying templates or 'best practices' from other



organizations. This is because customer expectations can vary dramatically from industry to industry and business to business. You need to examine who your customers are, what they expect from you, and how they interact with your company at every level. Then you have to take a hard, close look at your people, processes and policies to see where your strengths are, and to identify the roadblocks to achieving a world-class customer service culture.

The Belding Group will help you identify what it will take to establish yourself as a World Class customer service organization in the eyes of your customers. Then we'll create a roadmap to show you the fastest, most effective ways to get there.



The Customer Service Audit Process

There are seven stages to conducting a customer service audit:

Defining your customer base

Who are your customers? In what ways do they interact with you? What are their current expectations?

Defining the landscape

What are the forces - competition, marketplace, seasonality, uncontrollable factors, etc. - which impact your customers' expectations?

Mapping your customer touch points

What are the active and passive ways your customers interact with you? Who do they talk to? What technologies do they interact with?

Current performance scorecard

How do your customers perceive your current service levels at each touch point?

Gap analysis

In which areas are you falling below customer expectations? In which areas are you exceeding expectations?

Causal analysis

In those areas where you are falling below expectations, what are the root causes? Is it people, processes or policies?

Conclusions & Recommendations

How is your organizations performance relative to the expectations of your customers? What specific actions can be taken to improve it? What are the roadblocks that need to be removed in order to achieve world-class service levels?