# Customer Service Self-Assessment

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| Employee Name: |  |
| Identification Number: |  | Assessment Date: |  |
| Job Title: |  |

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| **Customer Service Question** | **Yes/No** | **Employee Comments** |
| Do you have a strong understanding of the product we market? | Yes |  |
| Have you been trained in various marketing techniques, including attraction marketing? | No | I'm currently getting trained in various marketing techniques. |
| When a customer comes to you, either with a problem or a question, do you feel you listen to them? | Yes |  |
| Do you do an excellent job of addressing the customer's concerns? | No | Sometimes I get flustered and don't articulate my response as well as I should. |
| When you see a customer, do you make eye contact and smile? | Yes |  |
| Do you remember to greet a customer whenever you encounter one? | Yes |  |
| When a customer is preparing to leave, do you make sure to say good-bye? | Yes |  |
| Do you make an effort to learn each of our regular customer's names? Do you address the regular customers by name whenever they come in? | Yes | Since I only started to work here a short while ago, I'm still learning the names of the regular customers. |
| When handling a dispute, do you remain calm, cool, and collected? | No | I have a tendency to get a little flustered when confronted. It's a reaction that I'm working on. I think the hardest thing for me is learning to stop and think, rather than trying to address the problem as quickly as possible. |
| Do you know which supervisor to contact when a customer makes demands that you are not qualified to handle? | Yes |  |

## Additional Comments: