



How Are Your Team Thinking About Customers?

12 Questions To Ask...

As a customer service leader, you want to continuously cultivate, monitor and shape customer service behaviours. To do this effectively, you first need your finger on the pulse of what your people are thinking and feeling about their interactions with customers and whether they truly feel equipped to give great service.

Understanding the current mindset of your people and their thoughts and feelings towards the service they provide and the challenges they face, is vital to identifying the training, development and tools they need to become excellent service-givers.

If you lift the lid on your customer service team today, to listen to exactly what they think about the service they provide to your customers, what would you hear?



Assessment tool:

12 questions to ask your customer services team

One of the best ways to gauge how your customer services people are feeling about the service they provide and the challenges they face, is by simply asking them some focused questions.

You can build this assessment into your team meetings, or 121's and take action on the knowledge you have gained. Simply ask the questions, listen carefully to the answers and use this assessment sheet to take any notes. This will help you identify any recurring themes or pain points in the feedback, that you can then address.

It can also help guide your training programmes and coaching so each of your team members continue to grow in confidence and ability when engaging with customers.

12 Questions to ask your customer services team

Carefully listening to the answers to these questions will help you be really in touch with your team and the service they are giving. This will give you important insight to enable you to endorse things they are doing well and plan support for improvements needed.

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| 1 | What is the most satisfying customer service situation that you have dealt with this month? What happened and what did you do to make it successful? | |
| 2 | What is the most frustrating customer service situation that you have dealt with this month? What happened, what did you do and what was the outcome? | |
| 3 | What is the best and worst thing a customer has said to you this month? How did you respond and what was the outcome? | |
| 4 | Describe your greatest success in handling a customer complaint this month? | |
| 5 | Identify a customer service situation this month where perhaps you could have improved the way you handled it. What could you have done differently and what outcome would you have liked to have seen? | |
| 6 | What is the most difficult customer enquiry you regularly have to deal with? | |
| 7 | Which are the most enjoyable or satisfying interactions you have with customers? What makes them enjoyable for you? | |
| 8 | What situations have you experienced where you have had to say "no" or give disappointing news to a customer and what do you say to the customer in those scenarios? | |
| 9 | Who do you rely on within the organisation to help you provide excellent customer service and who do you support to give excellent service? Are there any improvements that can be made in the support given? | |
| 10 | Which services that you give to customers would you like to improve and why? | |
| 11 | Are there any customer service situations that you encounter where you do not feel you have the required information or authority to respond positively? Where could you find the information that you need and who do you need help or authority from? | |
| 12 | What aspect of the service you give to customers are you most proud of? Why does it make you feel proud? | |

To find out more about how our training can help you to achieve customer service aspirations through our Mindset, Language & Actions Toolkit, or to book a chat with us, you can:

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