

Customer satisfaction checklist

Customer satisfaction checklist gives the general tips which explain how the clients should be treated according to international business ethics. Observance of these tips will help you to make good impression on your client and make them feel satisfied after dealing with your company. This checklist can be used by businessman to assess attitudes to customers within own company. This checklist includes a number of the most common tips, but you can easily supplement and modify it.

- ☐ Make sure that all your employees fully understand that the customer is the number one in the business.
- ☐ NEVER argue with the customers (client is always right).
- ☐ Behave with every visitor like with a potential customer.
- ☐ Try to answer the telephone by the second ring.
- ☐ Aim to use live telephone operator instead of answering machine or a voice mail system.

Use telephone answering machines only when it is really necessary, because Customers like to talk to real people.

- ☐ Be courteous with clients - Say "Thank you", "Please" frequently
- ☐ Present something free to clients (any souvenirs, pens, T-shirts, etc.)
- ☐ If it is possible for your type of business - entertain clients with free coffee, cookies etc. while they wait.
- ☐ Make the interior of your office, shop etc. comfortable and friendly to your visitors and customers as much as possible.
- ☐ Return to telephone calls promptly - do not make clients wait for a long time.
- ☐ Answer only your own telephone.
- ☐ Be friendly with customers. Consult the client as you are on his/her side.
- ☐ Manage all requests and complaints quickly and personally if required.
- ☐ Install a "hot line" for customers to complain.
- ☐ Make your product/service easy to order or/and purchase.
- ☐ Make all your business offers clear and transparent.
- ☐ Allow credit card payments.
- ☐ If your business does something that is interesting for people it is expedient to arrange "Doors open day" periodically.
- ☐ Provide free samples of your products.
- ☐ Make each of your customers feel like with purchase they "entered the club".

Make "Welcome to club" booklets, letters, arrange exclusive offers for "club members" and so on. If it is possible give some discounts to "preferred" customers.

- ☐ Arrange free lectures
- ☐ Try to be "near" the customer when your product or service can be needed (do not pester your clients)
- ☐ Arrange secret inspections of how the personnel behave with clients
- ☐ Do not justify any mistakes with a help of "computer problem"
- ☐ Make the "extra-efforts" for your customers and make them see this
- ☐ If you work within sector of expensive enough products or services - follow up each sale with a telephone call or written communication.
- ☐ Arrange the book where each customer can write his/her response

Customer Management Checklists

The way how you treat you customers and clients generally defines the amount of the profit of your company. The checklists of this section give you guidelines to help your company to provide customers with great services and earn the best customer recognition.

- [Customer Relationships Checklist](#)
- [Customer Survey Checklist](#)
- [Customer Satisfaction Checklist](#)
- [Customer Service Checklist](#)
- [Customer Orientation Checklist](#)
- Customer Retention Checklist
- [Customer Care Checklist](#)