



## SMALL WORLD ALLIANCE

### Service Assessment

Small World Alliance, Inc. is happy to provide this informal assessment as a free resource to assist you in your continued organizational improvement efforts. We trust that the information this tool generates will provide insights that help you attain your goals. You may reproduce this document in its entirety for non-revenue producing activity within your organization.

For any additional support in achieving your potential and establishing an unfair competitive advantage, please contact Small World Alliance today!

#### **Process**

This assessment tool can be utilized in many different ways. One of the simplest ways is as a team survey – to establish a current state, future state, and gap analysis.

#### **Current State Analysis**

Distribute one sheet per team member. Each person answers every question with a numerical ranking (the current state), and then responds to three qualitative questions:

1. What would you STOP doing that is currently not working well?
2. What would you CONTINUE doing that is currently working well?
3. What would you START doing that is currently not being done regarding this issue?

These three questions/comments identify what changes are requested to get to a “10” (ideal future state). The tactics suggested are proposed solutions for bridging the gap.

#### **Gap analysis**

Collate all the responses for each question into a separate category. Distribute all responses anonymously and meet as a team to discuss tactics suggested. Agree on mutual responsibility and ownership of identified issues.

Until you start to see significant improvement, re-distribute the assessment and measure progress (every month or so).

#### **Bottom Line**

Any assessment is primarily an excuse to get together and take mutual action. To the degree that you get people involved will be the degree that they are engaged and have ownership of the operation. It is the difference between compliance and commitment and passion.

**For more application tips contact Small World Alliance at [www.SmallWorldAlliance.com](http://www.SmallWorldAlliance.com).**

## Service Assessment Directions

Service is a key element of any organization's success. The following is an assessment that addresses noted service traits for discussion/improvement.

**Directions:** For each question, circle number that reflects your rating of your team's service for each trait (1= very unhappy to 10=very happy) and then write your ideas to improve in the section provided.

### 1. How Well Do We Understand Our Customers (Not Just Know About Them)?

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

### 2. Customer Environment Clean & Friendly?

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

### 3. Typical Customer Wait Time?

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**4. How Difficult Is It For Customers To Get What They Want?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**5. How Much Do The Customers Trust Us?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**6. How Appropriate Is Our Verbal/Non-Verbal Behaviors In The Customer Area?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**7. How Well Do We Measure What Is Most Important To The Customer?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**8. How Do Business Decisions Impact The Customer?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**9. Is Service Recovery Handled By The First Person The Customer Talks To?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**10. How Likely Would The Customer Refer Us To Their Family & Friends?**

- 1      2      3      4      5      6      7      8      9      10 +

What could we STOP doing that is currently not working well?

What could we CONTINUE doing that is currently working well?

What could we START doing that is currently not being done regarding this issue?

**Any other comments you have for improvement?**

***Thank you for participating! Your input will help make a difference!***