Format to set standards for Customer Service (Complete this with all key stakeholders of the organization)

Parameters	What it means	Performance Standards (Track Objective measures)	What are we doing now? (Present Standard)	What can we improve? (Set objective target standards)	What should we do to achieve this?
HOW Reliable is our service	Our organisations ability to deliver the services / products promised to customers on time all the time	Timeliness			
		Consistency/Regularity			
		Accuracy			
How are we providing assurance of our service to customers	Ability of our team to build customer trust and confidence in our company	Staff competence			
		Respect for customers (Prompt response times/make accessibility easy/Seek advice)			
		Credibility - authenticity and trustworthiness			
		Safety and security (Service assurance)			
The quality of all tangibles our customers can actually see or experience	Our business image. This could be the offices, equipment, employees, and the communication and marketing materials that we use	Physical facilities (eg. Office - Entry to exit experience of the customer)			
		Quality of equipment used to provide service			
		Quality employees front ending customers			
		Quality of Communication materials			
		Quality of marketing materials			
How much do we care for our customers and ensure their success with our offerings?	Listening and understanding customers requirement before offering solutions / product	Communication (clear, appropriate, timely)			
		Knowledge of our customer			
		Understanding and offering services 100% as per customer need			
		Service Inventory (Identifying proactively to reduce customer service turnaround time)			
How quickly & effectively do we tend to our customers?	Your ability to provide a quick, high quality service to your customers	Customer effort score (reducing customer effort to get work done from us)			
		Problem resolution (Query resolution times)			

Metis has developed a unique methodology to assist organisation become customer oriented. Please write to us on rajesh@metisindia.com or call us on 9535566588 for more details.