
Customer Service Orientation

Definition

Must be able to display positive attitudes and behaviors, which demonstrate an awareness and willingness to respond to customers in order to respond to and meet their needs, requirements and expectations.

Key Words: Customer Awareness; Customer Requirements; Customer Responsiveness;

Behavioral Indicators:

1. Listens to and responds to customer needs within guidelines.
 2. Clarifies customers' needs or expectations, when doubt exists.
 3. Obtains an understanding of the specific customer's needs and requirements.
 4. Complies with agreements entered into with customers or gives early notice of any deviations.
 5. Provides a timely response to customer's complaints, feedback and comments.
 6. Actively inform customers of intentions.
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PROFICIENCY LEVELS: Customer Service Orientation

LEVEL I

- Shows positive attitudes that indicate customers are important.
- Knows what customers' "rights" are and what expectations they are entitled to hold in terms of customer services.
- Knows what services must be provided to their customers.
- Directs customers to the appropriate persons or sources to have their problems resolved.
- Knows the profiles of customers and responds to their requests in an informed, knowledgeable and polite manner.

LEVEL II

- Voluntarily responds to customers' requirements promptly and effectively.
- Has a detailed knowledge of the services required by the specific customer and the service standards that are required to be met to satisfy that customer's expectations.
- Communicates with customers to determine whether any problems exist.
- Works in partnership with customers, solves their problems and encourages their participation and acknowledges their views.
- Develops and sustains productive working relationships with internal and external customers.

LEVEL III

- Proactively engages with customers.
 - Is frequently in contact with customers and knows how they evaluate the quality of services that they receive.
 - Deals promptly with customer's problems to their satisfaction.
 - Identifies how services can be changed or improved that will better satisfy the customer's expectations.
 - Addresses conflicts or difficulties with customers before problems escalate.
 - Goes out of their way to help customers, the public and others with their difficulties or in carrying out their daily duties.
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