

## **CUSTOMER SERVICE - GAP ANALYSIS**

Your first step in seeking to improve your level of Customer Service is to define what you consider an improvement. To improve, you must have a clear vision of what you want to achieve in regard to Customer Service.

The Gap Analysis tool allows you to determine the gap between where you are 'Now' and 'Where' you want to be on certain factors of a problem. The factors where the largest gaps appear are those to focus on.

### **WORK AREA**

1. Describe the outcomes that you want from your Customer Service program.


1. Using the Gap Analysis tool rate yourself on the following audit. Mark the scale with a cross (X) to denote where you are now and a tick (✓) to mark where you want to be in six months and then complete the Gap Analysis.

<b>FACTOR</b>	<b>Lo -5</b>	<b>Av 0</b>	<b>Hi +5</b>	<b>SCORE NOW</b>	<b>TARGET SCORE</b>	<b>GAP</b>
<b>1. Preparing for Service</b>						
Knowing your business	-- -- -- -- -- -- -- -- --					
Understanding service expectations	-- -- -- -- -- -- -- -- --					
Projecting a professional image	-- -- -- -- -- -- -- -- --					
Anticipating problems	-- -- -- -- -- -- -- -- --					
Keeping management informed	-- -- -- -- -- -- -- -- --					
<b>2. Identifying Customer Needs</b>						
Building rapport	-- -- -- -- -- -- -- -- --					
Obtaining customer information	-- -- -- -- -- -- -- -- --					
Assessing service situations	-- -- -- -- -- -- -- -- --					
<b>3. Satisfying Customers</b>						
Meeting needs	-- -- -- -- -- -- -- -- --					
Influencing customers	-- -- -- -- -- -- -- -- --					
Flexibility	-- -- -- -- -- -- -- -- --					
Checking customer satisfaction	-- -- -- -- -- -- -- -- --					
<b>4. Exceeding Expectations</b>						
Recognizing opportunity to excel	-- -- -- -- -- -- -- -- --					
Giving more	-- -- -- -- -- -- -- -- --					
Building relationships	-- -- -- -- -- -- -- -- --					
Value to Others	-- -- -- -- -- -- -- -- --					

5. Handling Difficult situations				
Responding to complaints	-- -- -- -- -- -- -- -- --			
Dealing with anger	-- -- -- -- -- -- -- -- --			
Gaining customer cooperation	-- -- -- -- -- -- -- -- --			
Language barriers	-- -- -- -- -- -- -- -- --			
Handling pressure	-- -- -- -- -- -- -- -- --			

3. The factors where the largest gaps appear are those to focus on. Select your top three key issues and list them below.

TOP THREE KEY ISSUES	ACTION PLAN
1.	
2.	
3.	