RATE YOUR COMPANY

Complete the following questionnaire to help you pinpoint areas of customer listening where you might need to improve.

|  |  |  |
| --- | --- | --- |
|  | YES | NO |
| My company has a comprehensive policy regarding customer complaints |  |  |
| Everyone in the company is familiar with the policy for handling complaints |  |  |
| We have a specific policy for documenting complaints. |  |  |
| Complaints are regularly about the results of the complaint resolution. |  |  |
| We know the cost of complaints. |  |  |
| Our organisation regularly surveys customers and lost customers for complaints. |  |  |
| Someone in management follows up with complainers to ensure follow-through of the complaint resolution. |  |  |
| The more “yes” you have, the more your company is moving toward taking a proactive view of complaints. |  |  |