GUIDELINES FOR DEVELOPING SERVICE STANDARDS.

Here are guidelines to follow when developing or evaluating service standards in your organisation:

* Are they stated clearly in writing? It shows you are serious about their implementation.
* Do you have service standards constantly in front of the employees whose job it is to deliver those standards? For example posters, signs, coffee mugs, buttons. They remind everyone of the standards, especially at the moment of customer contact.
* Are your service standards observable and measurable? What you can see, hear or measure can only be stated as behavioural standards.)
* Are these service standards able to be attained by the majority of the employees?
* Were they developed by a team of employees, management and customers? To include the front – line employees allows for the goals to be realistic. With your customers, you can be sure the standards satisfy your customers’ expectations.)
* Do they come as close to perfect as can be in your environment?
* Do they have the unambiguous support of top management and contribute to your company’s goals and mission statement?
* Do you have a feedback system? It helps judge when a standard is found to be unrealistic or unworkable If it is the standard can be changed and all employees notified. Again, it is best to take a team-decision approach when adding to or changing the standards.)
* Do you have a disciplinary policy for when the standards are not met? (You need to let employees know that meeting and exceeding these standards is an important part of their job.)