

The 21 Essential Loyalty Questions

Read each statement and check the box that best applies. U - Usually S - Sometimes R - Rarely	U	S	R
1. Are we providing a CONSISTENT, predictable, superior service?			
2. Are we making an effort to LEARN about customer needs and desires?			
3. Are we quick to RESPOND to customer requests and needs?			
4. Are we maintaining FOCUS on providing superior customer service?			
5. Are we working to build a positive RELATIONSHIP with customers?			
6. Are we listening well and able to COMMUNICATE clearly?			
7. Are we exhibiting passion and positive EMOTION when serving others?			
8. Are we adept and RESOURCEFUL in handling customer issues?			
9. Are we creating pleasant and ENJOYABLE service experiences?			
10. Are we always looking for ways to be HELPFUL?			
11. Are we AUTHENTIC and values-driven in interactions with others?			
12. Are we making service PERSONAL and treating customers as individuals?			
13. Are we CREATIVE and effective at meeting customer needs?			
14. Are we paying attention to DETAILS?			
15. Are we PROACTIVE and finding ways to serve beyond what's requested?			
16. Are we exhibiting PROFESSIONAL conduct and appearance?			
17. Are we displaying a positive ATTITUDE in customer interactions?			
18. Are we demonstrating CARE and empathy for customers?			
19. Are we contagiously ENTHUSIASTIC and we uplift others?			
20. Are we looking for ways to CELEBRATE achievements and relationships?			
21. Are we displaying commitment to caring service, and are we DEVOTED to customers?			

