

# Pre-Launch Assessment for Implementing a Successful Customer Service Strategy



*Monica Postell*

**For More Information Contact:**

Impact Learning Systems International  
P.O. Box 14110  
San Luis Obispo, CA 93406

Toll Free: 800.545.9003  
Local: 805.781.3283

Email: [info@impactlearning.com](mailto:info@impactlearning.com)  
[www.impactlearning.com](http://www.impactlearning.com)

## ► Pre-Launch Assessment for Implementing a Successful Customer Service Strategy

*by Monica Postell*

Here are some questions to ask yourself and your management team prior to implementing a new customer service strategy.

### Lead and Inspire

1. Are you clear WHY you have the strategy you have? What is the intent or heart of the strategy?
2. What would you say to describe what your team does? See if you can use the Golden Circle format of Why/How/What as mentioned in the Newsletter article “5 Keys to Implementing a Customer Service Strategy – Making it More Than Just Talk”
3. Does your team believe the WHY of the strategy?
4. What can you do to demonstrate your intent?
5. How can you communicate the WHY to your team?

### Empower and Enable

1. What are the risks you would associate with giving your team more decision responsibility?
2. What could be done to reduce the risk?
3. What are some of the decisions that are too risky to let your team make? Are they really too risky? What if it would vastly improve the customer’s experience if your team member was able to take care of something right away?
4. What is the state of your team’s tools support? On a scale of 1 to 10, how well do they enable your team to do a great job for your customers?

### Provide Proper Training

1. What does a rep need to be able to do to support your organization’s customer service strategy?
2. What does he or she need to know?
3. Does your training address those things?
4. What could be done differently to make the training even more relevant?

## Monitor and Give Feedback

1. How do you know how well your team is delivering the kind of service they were trained to deliver?
2. When you observe or monitor, do you look for things to praise or things to correct?
3. How often does each of your team members get direct feedback from you related to their customer service performance?
4. If each of your team members improved their performance by even 1% each time you gave feedback what would it mean to the business?

## Recognize and Reward

1. How often are employees in your organization formally recognized for their good work?
2. What kinds of rewards motivate your team?
3. What kinds of rewards will surprise them?