

## New Applicant Questions

Below are the questions to be answered on the Application for those companies that have applied within the last 2 years.

*Please index your supporting documentation to the appropriate category or categories.*

### Category 1: Vision and Mission

- Please cite your vision and mission statements and briefly explain how they were developed.
- What evidence is there that shows the vision and mission statements include a customer service focus? How are these statements fulfilled within the organization?

### Category 2: Customer Service Philosophy

- Describe your overall customer service philosophy for your brand. (Explain how your organization views, treats and communicates with customers)
- How does your organization determine customer needs and wants regarding products and/or services? (Vehicles such as focus groups, surveys, or other instruments to get external customer, employee, and stakeholder input.)
- Please itemize/detail your key/primary products and services.

### Category 3: Customer and Market Assessment

- Explain how you determine your target customers and key market segments.
- Detail how you use market assessments to develop customer processes and procedures.
- Who is your competition? (detail local, national, and/or global competitive companies as relevant).
- What are the key elements of your brand, its services, products, and delivery that truly differentiate your company from your competition?

### Category 4: Employee Education and Motivation

- Explain your customer service training for employees (if any).
- How has your internal customer service training impacted the quality of your customer service? *(Provide example documentation that showcases changes/improvements)*
- How do you encourage and enable employee cooperation, initiative, and empowerment to achieve your goals for customer service excellence?
- How do you incorporate customer service results in your employees' performance assessments?
- Please describe (and provide documentation of) any incentive programs that recognize employees who deliver excellent customer service.

### Category 5: Customer Service Measures

- Detail your current customer service tools to collect data. (i.e. surveys, reviews, focus groups (Show tools and data in the supporting documentation)
- Detail your current customer service measurements for employees (internal). (For example, engagement, retention, satisfaction)
- Detail your current customer service measurements for customers (external). (For example, engagement, retention, satisfaction, referrals)
- How do you utilize the data to *improve the customer service experience*?

### Category 6: Customer Service Process(es)

- Describe, define, or outline your key customer service processes (*from initial greeting to sale, to follow-up, retention practices, and any necessary resolution(s) processes*)
- What techniques/methods are used to share employees (internal) and customer (external) satisfaction/dissatisfaction information within your organization? (if any).
- How do you regularly monitor and improve these processes to better meet your customer's expectations?
- How is your data gathered, tracked and analyzed? (*Provide examples/documentation of data gathered*).
- Do you currently have a customer referral reward program? If so, please describe and provide real examples.
- Share how collected input from employees (internal) is utilized to update, and revise customer service processes.
- Share how collected input from customers (external), suppliers, and partners are utilized to update, and revise customer service processes.

### Category 7: Results and Continuous Improvement

- How do you analyze and use your customer service measurements from Category 5 to IMPROVE your customer service on a regular basis? (*Provide examples of employee, customer, and vendor results utilized to improve customer service*)
- Describe how you research industry best practices for customer service in your field. (Explain how you track, analyze, and implement this information to revise/update your processes.)
- How often do you review your customer service processes for updates and improvements?
- Explain any process changes made due to the analysis of data from any measurement tools.