

Customer Expectations Worksheet

Use the worksheet to describe how your customers define each of the following expectations (listed here in no specific order). Then identify potential quality standards, and how systems and processes can help deliver services that meet expectations. (Source: based on research by the International Customer Management Institute, ICMI.)

1. Service Interactions

How Your Customers Define Each Expectation	Potential Quality Standards	Systems/Processes Support
Be accessible (in the channels I prefer)		
Treat me courteously		
Be responsive to – and anticipate – what I need and want		
Do what I ask promptly		

How Your Customers Define Each Expectation	Potential Quality Standards	Systems/Processes Support
Provide well-trained and informed employees		
Tell me what to expect		
Meet your commitments and keep your promises		
Do it right the first time		
Follow up		
Be socially responsible and ethical		

2. Tangibles (optional)

How Your Customers Define Each Expectation	Potential Quality Standards	Systems/Processes Support
Facility		
Materials		
Neatness of employees		
Amenities		
Design		
Others?		