

Customer service standards checklist

Use this checklist to assess whether your organization has established clear and effective customer service standards:

- ☐ Response time expectations are documented.
- ☐ Resolution time goals are clearly defined.
- ☐ Customer satisfaction (CSAT) and Net Promoter Score (NPS) targets are regularly monitored.
- ☐ Service-level agreements (SLAs) are established and reviewed.
- ☐ Escalation procedures are documented.
- ☐ Agents receive ongoing training and coaching.
- ☐ Communication standards are clearly defined.
- ☐ Self-service resources and knowledge base content are maintained.
- ☐ Customer feedback is collected and reviewed regularly.
- ☐ Performance metrics are tracked and used for continuous improvement.

If several items are missing, it may be time to review and strengthen your customer service standards.