

Benchmarking Customer Service

You can often improve your own listening behavior by observing that of others and benchmarking (identifying the best practices). During the next five to seven days, make note of contacts (in person and on the phone) that you have with a variety of service providers (gas station attendants, telephone operators, vendors, bank tellers, drive-through service attendants, taxi or bus drivers, and coworkers). As you interact with each of these people, pick one who provided excellent service and one whose service was less than satisfactory. Note how well each listened in your encounter and respond to these questions.

1. *What did the successful listener do that you considered effective?* _____

2. *What did the unsuccessful listener do that you considered ineffective?* _____

3. *How did the behavior of both listeners affect your reaction as a customer?*

4. *What could each listener have done differently to improve effectiveness?*
