

## Seven Question Rundown

How are YOU caring for your customers? How is your TEAM caring for your customers?

Find your last seven customer interactions. This can include emails, texts, Facebook messages, or however, wherever your customers contact you.

Ask yourself the following questions about each of these interactions, and write them down. The results of this exercise may surprise you.

<b>Customer #1 Details</b>	<b>Was this handled promptly?</b>	<b>Was the customer treated professionally?</b>	<b>Was the customer treated kindly?</b>	<b>Was there a personalized touch?</b>	<b>Was the concern addressed?</b>	<b>Was the customer satisfied?</b>	<b>What could be changed to make this even better?</b>

**Customer #2  
Details**

**Was this  
handled  
promptly?**

**Was the  
customer  
treated  
professionally?**

**Was the  
customer  
treated kindly?**

**Was there a  
personalized  
touch?**

**Was the  
concern  
addressed?**

**Was the  
customer  
satisfied?**

**What could be  
changed to  
make this even  
better?**

**Customer #3  
Details**

**Was this  
handled  
promptly?**

**Was the  
customer  
treated  
professionally?**

**Was the  
customer  
treated kindly?**

**Was there a  
personalized  
touch?**

**Was the  
concern  
addressed?**

**Was the  
customer  
satisfied?**

**What could be  
changed to  
make this even  
better?**

**Customer #4  
Details**

**Was this  
handled  
promptly?**

**Was the  
customer  
treated  
professionally?**

**Was the  
customer  
treated kindly?**

**Was there a  
personalized  
touch?**

**Was the  
concern  
addressed?**

**Was the  
customer  
satisfied?**

**What could be  
changed to  
make this even  
better?**

**Customer #5  
Details**

**Was this  
handled  
promptly?**

**Was the  
customer  
treated  
professionally?**

**Was the  
customer  
treated kindly?**

**Was there a  
personalized  
touch?**

**Was the  
concern  
addressed?**

**Was the  
customer  
satisfied?**

**What could be  
changed to  
make this even  
better?**

**Customer #6  
Details**

**Was this  
handled  
promptly?**

**Was the  
customer  
treated  
professionally?**

**Was the  
customer  
treated kindly?**

**Was there a  
personalized  
touch?**

**Was the  
concern  
addressed?**

**Was the  
customer  
satisfied?**

**What could be  
changed to  
make this even  
better?**

**Customer #7  
Details**

**Was this  
handled  
promptly?**

**Was the  
customer  
treated  
professionally?**

**Was the  
customer  
treated kindly?**

**Was there a  
personalized  
touch?**

**Was the  
concern  
addressed?**

**Was the  
customer  
satisfied?**

**What could be  
changed to  
make this even  
better?**