

Customer Attitude of Gratitude

Read each statement carefully and rate the statement with 1 being never to 10 being always.

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 1. | I am grateful for all customers both internal and external. | | | | | | | | | | |
| 2. | I am grateful for my team and customers. | | | | | | | | | | |
| 3. | I believe genuine gratitude is essential to any successful exchange and my behaviors consistently reflect that belief. | | | | | | | | | | |
| 4. | I believe that each human encounter is an opportunity to practice and perfect my attitude (habit of thought) of gratitude. | | | | | | | | | | |
| 5. | The more I practice my gratitude the better interactions that I have within my daily work efforts. | | | | | | | | | | |
| 6. | I believe that the role of a Customer Service Person is to help others feel good and positive about themselves, about this company and my attitude of gratitude consistently demonstrate this belief. | | | | | | | | | | |
| 7. | I am grateful when I help to make the goal of excellence in Customer Service shared by everyone within the workplace. | | | | | | | | | | |
| 8. | I am grateful for my self leadership skills to provide the best customer service and this may include taking risks, making decisions and being accountable. | | | | | | | | | | |
| 9. | I am grateful that I know how to do my work efficiently (doing things right) and effectively (doing the right thing). | | | | | | | | | | |
| 10. | As an employee, I am grateful for all customers and realize that without them I would not have a position. | | | | | | | | | | |

- 9-10:** Attitude of gratitude is exceptional and so should your customer loyalty
- 7-8:** You are working toward a culture of gratitude and increasing your customer loyalty
- 5-6:** Now is the time to reflect and determine where your business needs to focus
- 0-4:** If you wish to grow your business, you may need to return to your strategic plan and specifically to the Values Statement within that plan. When customers know that they are appreciated, they will return to your business.

Take some time to reflect upon your scores and makes those cross corrections so that your business is consistently demonstrating an attitude of Gratitude.