

THE CUSTOMER-CENTERED ARTS ORGANIZATION: A Staff Assessment

Put a number in the box corresponding to the accuracy of each statement as follows:

3 = Always

2 = Often

1 = Sometimes

0 = Never

1. In our arts organization, the experience of the customer is captured in staff reports, surveys, comment books, informal and formal research -- all of which regularly feeds into our planning process.	
2. In group meetings, all staff members are encouraged to brainstorm, make comments and provide concrete suggestions about how to improve customer service.	
3. Our organization's mission statement includes wording about service to the customer and explicitly defines our organizational success in terms of our audiences.	
4. Every staff member and volunteer in our organization knows who their customers are and what distinctive information about those customers they can collect and share with the organization for the purposes of improving our services.	
5. All new staff and volunteers are given written customer service guidelines and are trained in the delivery of positive customer service.	
6. Our organization formally recognizes and rewards good customer service at all levels.	
7. Our organization has a system for dealing with customer complaints or dissatisfaction that empowers individual staff members to remedy most situations immediately.	
8. Everyone's job description contains language about customer service.	
9. In our organization we periodically focus on our customer service strengths and weaknesses and how well our personnel reflect the diverse audiences we serve.	
10. Our organization is highly accessible to customers at all staff levels and encourages the use of multiple avenues for customers to get and give us feedback -- phone, e-mail, walk-in, web site	
11. Our response time to customer queries, congratulations, and complaints is less than two working days.	
12. Our managers provide good customer service to front line staff in the same way that they encourage front line staff to provide good service to the public.	
13. Our organization puts a very high priority on the safety, accessibility and cleanliness of our facility.	
14. Our organization provides clear signage inside and outside our location(s) and clear directions for visitors coming in from a variety of destinations.	
15. All staff receive training in effective listening skills and how to deal with conflict.	
16. In our organization we periodically practice thinking like a new customer, anticipating their fears and concerns, addressing their needs.	
17. Our organization seeks and uses market research	

TOTAL YOUR SCORE HERE _____

SCORING:

34-51: Your organization has created a thriving culture and practice of customer service, but you can never rest on your laurels.

22-33: Your organization clearly places a value on customer service but probably needs to work on some key aspects of the day-to-day execution.

11-21: Some aspects of customer service are valued in your organization, but the practice needs to be made more systematic and integral to all aspects of the enterprise.

0-10: Your organizational history may have created certain longstanding institutional barriers to customer awareness and sensitivity. Before trying to implement changes, you may benefit from revisiting the organization's services and customers as defined in the mission statement and strategic or long-range plan.