

Name (optional): _____



Impeccable Service Aptitude Test

Instructions: 0 means “never” and 10 means “always.” Circle the most accurate response (without over-thinking).

- 1. We intentionally practice under-promising and over-delivering with our clients.
0 1 2 3 4 5 6 7 8 9 10
- 2. Our clients would say they are consistently left feeling and thinking, “Wow, they’ve thought of everything!”
0 1 2 3 4 5 6 7 8 9 10
- 3. We acknowledge our mistakes *right away*, we take responsibility and we *say* we’re sorry.
0 1 2 3 4 5 6 7 8 9 10
- 4. Our clients would say we’re good at making them feel, “*Completely taken care of.*”
0 1 2 3 4 5 6 7 8 9 10
- 5. Our clients would say we *anticipate* their needs and *proactively* address those needs.
0 1 2 3 4 5 6 7 8 9 10
- 6. Our clients would say we succeed in making them feel smart, important, and valued.
0 1 2 3 4 5 6 7 8 9 10
- 7. We find innovative ways to provide advice and learning opportunities for our clients and prospects.
0 1 2 3 4 5 6 7 8 9 10

For questions 8 - 10, each “Yes” is worth 10 points

- 8. Our customer service systems/processes are documented. Y / N
- 9. Our people are well trained on our customer service systems/processes. Y / N
- 10. Our customer service systems/processes are consistently adhered to. Y / N
- 11. *For Bonus Points:* What would your *average* score be, if you asked all of your clients (past & present):
“On a scale of 0 to 10, how likely is it that you would recommend [our company] to a friend or colleague?”*
*The Ultimate Question by Fred Reichheld
0 1 2 3 4 5 6 7 8 9 10

My Total Score: _____ out of 100

1 - 60 = “Help!” • 61 - 84 = “We’re average” • 85 - 110 = “We’re rock stars”

Bonus Questions for Your Consideration (Impeccable Response Times):

- 1. On average, it takes me _____ minutes / hours / days – to reply to an e-mail message.
- 2. On average, it takes me _____ minutes / hours / days – to reply to a voicemail message.