



Customer Engagement Survey

Source: Customer Engagement CE ¹¹(© Copyright 2002 The Gallup Organization):

Circle the number that best applies to your level
(1=never, 2=rarely, 3=sometimes, 4=frequently, 5=always)

| | | | | | |
|--|---|---|---|---|---|
| Overall Satisfaction | 1 | 2 | 3 | 4 | 5 |
| Likelihood to repurchase | 1 | 2 | 3 | 4 | 5 |
| Likelihood to recommend | 1 | 2 | 3 | 4 | 5 |
| Name I can always trust | 1 | 2 | 3 | 4 | 5 |
| Always delivering on what they promise | 1 | 2 | 3 | 4 | 5 |
| Always treats me fairly | 1 | 2 | 3 | 4 | 5 |
| If a problem arise, satisfactory solutions | 1 | 2 | 3 | 4 | 5 |
| I feel proud to be their customer | 1 | 2 | 3 | 4 | 5 |
| Always treats me with respect | 1 | 2 | 3 | 4 | 5 |
| Perfect company/product for people like me | 1 | 2 | 3 | 4 | 5 |
| I can't imaging a world without them | 1 | 2 | 3 | 4 | 5 |

Action Plan:

1. **Take the survey based on where you think the organization is**
2. **Ask for feedback from your current customers**
3. **Ask for feedback from customers who no longer are clients.**
Choose 3 areas where you scored the lowest and develop a 60-day action plan.
Communicate your action plan with your manager, mentor or accountability partner.