

Customer Service Gap Analysis

Using the Gap Analysis tool rate yourself on the following audit. Mark the scale with a cross (X) to denote where you are now and a tick (✓) to mark where you want to be in six months and then complete the Gap Analysis.

FACTOR	Lo -5	Av 0	Hi +5	SCORE NOW	TARGET SCORE	GAP
1. Preparing for Service						
Knowing your business	-- -- -- -- -- -- -- -- --					
Understanding service expectations	-- -- -- -- -- -- -- -- --					
Projecting a professional image	-- -- -- -- -- -- -- -- --					
Anticipating problems	-- -- -- -- -- -- -- -- --					
Keeping management informed	-- -- -- -- -- -- -- -- --					
2. Identifying Customer Needs						
Building rapport	-- -- -- -- -- -- -- -- --					
Obtaining customer information	-- -- -- -- -- -- -- -- --					
Assessing service situations	-- -- -- -- -- -- -- -- --					
3. Satisfying Customers						
Meeting needs	-- -- -- -- -- -- -- -- --					
Influencing customers	-- -- -- -- -- -- -- -- --					
Flexibility	-- -- -- -- -- -- -- -- --					
Checking customer satisfaction	-- -- -- -- -- -- -- -- --					

4. Exceeding Expectations						
Recognizing opportunity to excel	-- -- -- -- -- -- -- -- --					
Giving more	-- -- -- -- -- -- -- -- --					
Building relationships	-- -- -- -- -- -- -- -- --					
Value to Others	-- -- -- -- -- -- -- -- --					
5. Handling Difficult situations						
Responding to complaints	-- -- -- -- -- -- -- -- --					
Dealing with anger	-- -- -- -- -- -- -- -- --					
Gaining customer cooperation	-- -- -- -- -- -- -- -- --					
Language barriers	-- -- -- -- -- -- -- -- --					
Handling pressure	-- -- -- -- -- -- -- -- --					

The factors where the largest gaps appear are those to focus on. Select your top three key issues and list them below.

TOP THREE KEY ISSUES	ACTION PLAN
1.	
2.	
3.	