CUSTOMER SERVICE MEASUREMENTS EXERCISE
ANSWER KEY

Phone Representative for a Newspaper

Department as a whole: Percentage of calls answered within 20 or 30 seconds, percentage of all trunks busy, percentage of calls abandoned (not answered), etc.

Individual measurements: average talk time, numbers of calls handled per day, accuracy of data entry, phone monitoring to ensure quality service, test calls to assure accuracy of information presented to customer, time on phone, etc.

Assembly Line

Department as a whole: products completed per hour, quality measurements such as accept/reject batch of work through sampling, etc.

Individual measurements: productivity, individual quality performance, etc.

File Clerk
Department as a whole: accuracy of filing system, number of cases, etc.

Individual measurements: audit each individual's performance for accuracy of filing, productivity measurements, etc.

Bank Sales Representative

Department as a whole: number of sales, average sale amount, percent sale by type of product, sales per representative, line wait to see rep, etc.

Individual measurements: shop (a service audit where you send out individuals to interact with your employees and report on their experiences) to determine who is professionally and accurately interacting with customers, sales volume, sales dollars, average session time with customer, etc.

Telemarketer

Department as a whole: number of sales, percent closed, call volume, closed by category (town, development, etc.), etc.

Individual measurements: number of sales, percent closed, calls per hour, talk time, time logged into etc.

Junior Web Designer

Department as a whole: programming errors, specific feedback form use, hits on each form's web page, average time spent at site by form users, repeat visitors amongst form users, compare form users to non-form users at site, etc.

Individual measurements: programming errors, time spent per form, average program load time (code efficiency), feedback form from form content designer (did coded form match designers instructions), etc.

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Travel Agency

Department as a whole: returned mail (incorrect address), customer satisfaction survey (process and vacation destination), correct itinerary for each customer, correct rates used in letter, etc.

Individual measurements: all above (except satisfaction survey) can be used as individual measurements also, itineraries mailed per hour, etc.

Pipe Packaging

Department as a whole: adherence to safety regulations, customer orders packaged correctly, etc.

Individual measurements: productivity measurements, items packaged correctly, packages marked correctly

Inspecting Pipe

Department as a whole: sampling of all products manufactured (accept/reject batch), review product specifications, product testing, etc.

Individual measurements: quality review (audit) of pipe inspected, productivity measurements, paperwork filled out correctly (quality inspection reports), etc.

Moving Pipe

Department as a whole: adherence to safety regulations, pipe moved to proper customer storage areas, pipe moved to proper product storage area, raw materials in proper location, etc.

Individual measurements: productivity measurements, individual quality review to ensure that each individual is moving pipe and raw materials to their proper location, etc.

Adjusting Machines

Department as a whole: adherence to safety regulations, review actual machine maintenance with maintenance schedules, sampling of all products manufactured (accept/reject batch), product labeling matches machine adjustment, etc.

Individual measurements: individual accountability for proper machine adjustments, proper training completed, paperwork completed properly, etc.

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