

Customer Service Improvement Checklist

Professional working template

Use this checklist to diagnose service reliability, customer communication and frontline capability without blaming individual employees for systemic breakdowns.

Customer expectations and standards

- Customer expectations are documented by segment
- Service standards define response and resolution expectations
- Contact channels have ownership and handoff rules
- Response times are measured and reviewed

Complaint handling and recovery

- Complaint handling process is visible and followed
- Escalation rules are clear
- Service recovery authority is defined
- Communication quality is coached with examples

Capability and improvement

- Employees have the knowledge and tools required
- Managers coach service behaviours regularly
- Customer feedback is reviewed for root causes
- Metrics distinguish speed, quality, resolution and recovery
- Continuous improvement actions are owned

Working Checklist

Area	Current State	Evidence	Gap	Priority	Action	Owner	Target Date
Response times	Informal target	Email samples	No measured standard	High	Define response standard	Service Lead	2026-09-15
Complaint handling	Escalates to manager	Complaint log	No root cause review	High	Create weekly review	Operations Lead	2026-09-30