

# POP QUIZ: HOW CUSTOMER-OBSSESSED IS YOUR SMALL BUSINESS?

Are you crushing the customer service game? Take this quiz to find out. Write down your answers as you go, and add up your total points at the end.



## 1. HOW EMPATHETIC IS YOUR CUSTOMER SERVICE?

- a) We put ourselves in customers' shoes when building every step of the customer journey.
- b) We've considered customer POV at some of the important points of their journey.
- c) We've designed the customer journey without much thought to how the customer experiences it.

## 2. HOW MANY WAYS CAN CUSTOMERS REACH YOU WITH QUESTIONS OR CONCERNS?

- a) 1 to 2 ways
- b) 3 to 4 ways
- c) Phone, email, social media posts, direct messages, walk-ins, video chats... the more the better!

## 3. DO YOU RESPOND TO SOME COMMUNICATION CHANNELS MORE QUICKLY THAN OTHERS?

- a) Sometimes a social media message or email might fall through the cracks for a day or more, but we're trying to get better!
- b) We clearly favor one or two channels over the others, but everyone gets helped eventually.
- c) We treat contact from all our channels with equal priority... no, really!

## 4. HOW PERSONALIZED IS THE SERVICE EXPERIENCE FOR YOUR CUSTOMERS?

- a) It's hard to keep track of who's who, but we're always friendly!
- b) We work hard and keep good records to know the names and histories of each customer, so they feel special when they call, write, or walk through the door.
- c) Most of us know who our long-timers and regulars are and can anticipate what they'll need.

## 5. BE HONEST: HOW'S THE COMMUNICATION ON YOUR TEAM?

- a) We're a lean, mean, communicating machine! We use a central platform for sharing information and regular check-ins to make sure we're all on the same page.
- b) Misunderstandings can slow things down once in a while, but we try to keep the channels flowing.
- c) Our wires get crossed pretty regularly, and we need some help.

## 6. HOW PROACTIVE IS YOUR CUSTOMER SERVICE STRATEGY?

- a) We do some outreach to check in, but mostly handle issues as they come to us.
- b) Unless we hear from them, we assume our customers are satisfied.
- c) We have a whole service strategy dedicated to customer outreach through surveys, emails, text messages, and/or phone calls to catch issues before they snowball.



## 7. HOW OFTEN DO YOU UPDATE YOUR CUSTOMER SERVICE STRATEGY?

- a) Hey, if it ain't broke, don't fix it.
- b) We have regular strategy meetings where we look at our service metrics and customer feedback so we can brainstorm and implement ways to improve.
- c) We plan to do it, but sometimes it slips off our plates.

## TALLY UP YOUR SCORE

### QUESTION 1

- a = 3 points
- b = 2 points
- c = 1 point

### QUESTION 2

- a = 1 point
- b = 2 points
- c = 3 points

### QUESTION 3

- a = 2 points
- b = 1 point
- c = 3 points

### QUESTION 4

- a = 1 point
- b = 3 points
- c = 2 points

### QUESTION 5

- a = 3 points
- b = 2 points
- c = 1 point

### QUESTION 6

- a = 2 points
- b = 1 point
- c = 3 points

### QUESTION 7

- a = 1 point
- b = 3 points
- c = 2 points

**Your total:** \_\_\_\_\_

### 18–21 POINTS: YOU'RE CUSTOMER-OBSSESSED

Congratulations! You're killing it in the customer service game. You might have one or two areas that need tweaking, but you've clearly put in the time to put your customers first. Bravo!

Your next step: Get creative! Now that you've mastered the foundations of customer-obsessed service, it's time to think outside the box. How can you streamline your communication even more, or make your services more personal and accessible?

RingCentral's Contact Center can keep you on the cutting edge of customer experience. [Schedule a quick, 15-minute demo with our team to find out how.](#)

### 12–17 POINTS: YOU'RE CUSTOMER SERVICE ORIENTED

It takes hard work and creativity to build an enjoyable customer experience, and you've got the goods. With just a few adjustments, you'll be on your way to being customer-obsessed. Nice job!

Your next step: Circle the questions where you scored a 1 or 2. What strategies can you and your team brainstorm to improve that score six months from now?

Want more ideas to keep your customers happy? Read ["8 Affordable Strategies to Improve Your Customer Retention."](#)

Ready to supercharge your customer experience? [Schedule a quick, 15-minute demo with our team.](#)

### 7–11 POINTS: YOU'RE PRIMED FOR A PIVOT

Customer service can be a tough nut to crack, but you have what it takes! And luckily, this quiz is a great jumping-off point to help you adjust your service strategy or build one from scratch.

Your next step: Circle the questions where you scored a 1. Sit down with your team and pick two or three of these areas to work on over the next year. Build out strategies, and don't forget to set checkpoints throughout the year to stay on track! Keep this quiz handy and take it again in a year to measure progress.

Need more convincing? Read ["Q: Why is Customer Service Important? A: These 7 Reasons."](#)

