

FORMS INCLUDED:

Customer Service Evaluation Form

The purpose of this evaluation is for you, our customer, to evaluate the business, the technician providing your service, and your overall experience. This is used as a tool to see how we may improve the level of service that we provide and as a way for you to identify what we are currently doing right.

| | | | |
|--------------------------|--|--------------|--|
| Customer Name: | | Date: | |
| Service Provider: | | | |

| | |
|-----------------------|--|
| 5 Excellent | Consistently meets and often exceeds performance standards. |
| 4 Very Good | Consistently meets and occasionally exceeds performance standards. |
| 3 Acceptable | Usually meets performance standards. Not yet proficient, but is progressing at an acceptable rate. |
| 2 Poor | Often does not meet performance standards and may currently be under a progressive discipline program. |
| 1 Unacceptable | Performance behavior requires disciplinary action. Currently under progressive discipline program. |

On a scale of 1 to 5, how would you rate the following? (Place circle)

| Personal Characteristics | | Low | | Medium | | High |
|--------------------------|--|-----|---|--------|---|------|
| a. | Overall experience | 1 | 2 | 3 | 4 | 5 |
| b. | Needs assessment/consultation | 1 | 2 | 3 | 4 | 5 |
| c. | Product recommendation | 1 | 2 | 3 | 4 | 5 |
| d. | Salon/Spa décor | 1 | 2 | 3 | 4 | 5 |
| e. | Niceties (e.g., coffee, magazines, etc.) | 1 | 2 | 3 | 4 | 5 |
| f. | Confidence/comfort with technician | 1 | 2 | 3 | 4 | 5 |
| g. | Customer service | 1 | 2 | 3 | 4 | 5 |
| h. | Rebooking opportunity | 1 | 2 | 3 | 4 | 5 |
| i. | Look of menu and business cards | 1 | 2 | 3 | 4 | 5 |
| j. | Retention cleanliness and selection | 1 | 2 | 3 | 4 | 5 |
| k. | Music selection | 1 | 2 | 3 | 4 | 5 |
| l. | Client care | 1 | 2 | 3 | 4 | 5 |

1. What were three things that you liked about your service?

1.

2.

3.

2. What is one thing that could have been improved upon in your service experience?

3. Any other comments?

Internal Employee Evaluation of Service

The purpose of this evaluation is to support our salon/spa in the training and development of new and existing associates/assistants. Receiving and evaluating all services within our salon/spa enables you to make a strong personal recommendation to our customers. Cross-marketing other departments and services is the key to growing the total business; it also creates customer loyalty. This tool serves as a guide to understanding what areas you can improve upon. Your honest contribution to our salon/spa and to the technician's growth and development are appreciated.

Technician's Name:

Date:

| | |
|-----------------------|--|
| 5 Excellent | Consistently meets and often exceeds performance standards. |
| 4 Very Good | Consistently meets and occasionally exceeds performance standards. |
| 3 Acceptable | Usually meets performance standards. Not yet proficient, but is progressing at an acceptable rate. |
| 2 Poor | Often does not meet performance standards and may currently be under a progressive discipline program. |
| 1 Unacceptable | Performance behavior requires disciplinary action. Currently under a progressive discipline program. |

1. On a scale of 1 to 5, how would you rate the following? (Please circle)

| | | Low | | Medium | | High |
|----|--------------------------------|-----|---|--------|---|------|
| a. | Overall experience | 1 | 2 | 3 | 4 | 5 |
| b. | Needs assessment/consultation | 1 | 2 | 3 | 4 | 5 |
| c. | Product recommendation | 1 | 2 | 3 | 4 | 5 |
| d. | Rebooking opportunity | 1 | 2 | 3 | 4 | 5 |
| e. | Overall experience and comfort | 1 | 2 | 3 | 4 | 5 |
| f. | Technician's confidence | 1 | 2 | 3 | 4 | 5 |

2. What were three things you enjoyed about your service?

1. _____

3. Would you recommend other clients, friends, or family to this technician? Why or Why not?

4. What would be one way to improve the service?

5. Any other comments?

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