

LISTENING PLAN

DIRECTIONS - Using this template, develop a working plan to identify areas of customer service that can be improved upon by means of a listening action, such as a customer survey, informal questioning or comment cards. Once the plan is developed be sure to adhere to the plan and hold responsible persons accountable. Review your progress with all involved parties on a routine basis. Upon completion, review the results and gauge your success. Determine if this is a plan worth repeating, note pros and cons and make recommendations for future similar Customer Service Listening Plans.

PROJECT:

OBJECTIVE:

Action/Task	Person(s) Responsible	Target Date	Completion Date	Comments/Results

Was this Customer Service Listening Plan Successful? YES NO

What were the benefits of the results of the plan?

Should the plan be repeated? YES NO

If YES, what recommendations would you make for a similar project?