



THE GOLD STANDARD OF CUSTOMER RELATIONS

Evaluation—Adult Workshop

Thank you for attending this workshop on customer relations. So that we may continually improve the workshop, would you please take a few minutes to answer the following questions?

This evaluation asks you to answer the questions based on your opinions now that you have finished the workshop. Then we would like you to think back to before you took the workshop and answer the questions again. If you have any questions, please ask before you complete the evaluation.

Please answer the following questions by rating yourself from one to five (one = I don't agree at all, and five = I very much agree with the statement.)

	After the Workshop					Before the Workshop				
	Don't agree at all	Disagree	Neither agree nor disagree	Agree	Very much agree	Don't agree at all	Disagree	Neither agree nor disagree	Agree	Very much agree
Understanding the six keys of customer relations helps our business develop a partnership with customers. Customers who are treated as partners are more likely to be loyal to our business and recommend us to others.										
I understand that messages of distrust in our business can hurt our business and make staff and customers feel unwelcome and undervalued.										
I can find ways to regain the customer's trust when we make mistakes because I know that customer will be at least as loyal as a customer who has never experienced a mistake.										
Developing a partnership with customers through the six keys of customer relations differs from traditional customer service and is more effective in developing loyal customers.										
Our company has a vision statement for customer service and I keep it in mind as I interact with customers.										
Treating customers as partners in the success of this business has financial rewards for the business.										
I can choose to have a good day, be kind to customers, or I can choose to be unhappy and unkind to customers, other employees and internal partners.										

