

The EFQM Model in Action

Customer Results

Basic Assessment

The next table enables you to perform a basic assessment of your organisation against the Customer Results criterion of the EFQM Excellence Model . After you have completed this table, you will list on the next page what do you do the best and what do you need to improve individually or as a team (you'll need consensus!)

Where do you stand today?

	No Evidence/ Don't Know	We have plans!	On our way!	Close to good!	Fully done
We're holding a regular customer survey, with indicators that monitor the satisfaction of customers.					
Our survey measures the loyalty of our customers.					
Our survey measures the likeliness of customers recommending us.					
We monitor complaints and suggestions from customers.					
We monitor the customer's perception of our performance					
We have positive trends over the past three years for the indicators in the customer survey.					
We achieve the quantitative goals we set for the indicators in the customer survey.					
We monitor and predict our performance and compare it with benchmarks.					
We understand the rationale behind the evolution of our indicators in our surveys and internal measures					

What are the Strengths of your organisation in this area?

What are the areas for Improvement of your organisation in this area?

