

## Checklist for Developing Service Standards

1. Are they stated clearly and completely in writing? When you state your standards in writing, this shows that you are serious about their implementation.
2. Do you have a method to keep the service standards constantly in front of the employees whose job is to deliver those standards?
3. Are the standards measurable?
4. Are they able to be attained by the majority of the employees? Impossible goals will just decrease morale.
5. Were the standards developed by a team of employees, management and customers? If you do not include the front-line employees, you run the risk of the standards being impractical and/or not relevant. It is also a good idea to include customers so that you can be sure that the standards satisfy their expectations.
6. Do they come as close to perfect as is possible in your business environment?
7. Do they have the unequivocal support of top management and contribute to your organizations goals and mission statement?
8. Do you have a feedback system to help judge when a standard is found to be unrealistic or unworkable? If a standard is unrealistic or unworkable, it should be changed and all employees notified of the change. It is best to take a team-decision approach when adding to or changing the standards.
9. Do you have some kind of disciplinary action if the standards are not met? You need to let employees know that meeting and exceeding these standards is an important part of their job.