

My Moment of Truth Scorecard



OVERVIEW: Jan Carlson, CEO of Scandinavia Air, coined the term **“moments of truth”** to describe any episode in which a customer comes into contact with a company and gets an impression of the quality of service the organization provides. Is the customer satisfied with his experience (moment of magic) or dissatisfied (moment of misery)? A **“moment of magic”** means the service representative provided a moment of truth with an extra touch. The customer feels she received more than expected. A **“moment of misery”** begins when a customer’s expectations aren’t met. He feels let down or mistreated. Customer satisfaction occurs when moments of magic far outnumber moments of misery. Excellence occurs when moments of magic become a way of life for your customers!

This activity will help your employees:

- 1) Recognize the characteristics involved in recovering from moments of misery.
- 2) Assess their ability to complete these behaviors.
- 3) Identify the areas where improvement is needed.



Discussion Guidelines: My Moment of Truth Service Scorecard

- Step 1: Explain the terms “moment of truth”, “moment of magic” and “moment of misery”.
- Step 2: BREAK INTO TEAMS of 2-3: Each team should identify six characteristics that it feels a customer service representative should possess (allow 10 minutes). Each person should record these characteristics in the appropriate section on the Scorecard.
- Step 3: EACH PERSON: From their personal experience as a service representative for the Bank, each person should list a “Moment of Truth” on the Scorecard that resulted in the need for service recovery (a “moment of misery”).
- Step 4: EACH PERSON: Based on this incident, each person should record the letter grade they think the customer would have given them for each of the key characteristics they demonstrated during their service recovery efforts for this particular moment of truth (allow 10 minutes to complete both steps 3 and 4).
- Step 5: AS A GROUP: Discussion Points - ask for feedback on the following:
 - How important were each of the characteristics in resolving the problems?
 - For what characteristics should performance be improved?
 - What are some things that will help prevent “moments of misery” from occurring during future customer encounters?

My Moment of Truth Scorecard - continued



Service Report Card

My experience made me feel:

A=Dazzled B=Pleased C=Satisfied D=Annoyed E=Victimized

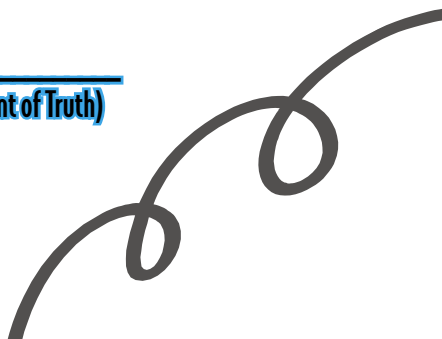
My Moment of Truth:

Key Characteristics of Customer Service

Grade (use letter from above scale)

| | | |
|----|-------|-------|
| 1) | <hr/> | <hr/> |
| 2) | <hr/> | <hr/> |
| 3) | <hr/> | <hr/> |
| 4) | <hr/> | <hr/> |
| 5) | <hr/> | <hr/> |
| 6) | <hr/> | <hr/> |

Overall Grade: _____
(Based on this Moment of Truth)



HAVE AN IDEA ...

Do you have a service or sales related activity or idea that you would like to share?

If so, e-mail it to:

STARS@csprofiles.com