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Customer Service Quality Assurance Checklist

Use this list to see if you're doing everything you can to optimize customer service performance, measure performance effectively, and fill all service gaps with the right technology.

Gauging Customer Satisfaction

- [ ] My customers are able to get a solution to their problems without much friction or unnecessary effort.

- [ ] My customers can handle simple issues on their own through self-service tools.

- [ ] My customers are able to reach my support center through the **channel** of their choice.

- [ ] My customers are likely to make additional purchases from my online store because of their satisfaction with the previous interaction.

💡 Gladly Pro Tip

When you offer a quality customer service experience, your customers will recognize that effort and come back to your business. Use **more advanced satisfaction metrics** like customer effort score **(CES)** and first contact resolution **(FCR)** to accurately gauge performance down to hard numbers.

Measuring Employee Satisfaction

☐ My agents can handle their workload in a satisfactory amount of time without burning themselves out.

☐ My agents feel pride in their daily tasks and feel they can advance in their support careers.

☐ My agents can collaborate with their peers on tasks that need further input.

☐ My average Agent Satisfaction Score (ASAT) is more than 70 out of 100, indicating consistent satisfaction with the workplace.

💡 Gladly Pro Tip

If your agents are unhappy, your customers won't be either. Start by demonstrating **appreciation** to your staff, but don't stop there. Make their workplace more autonomous with technology that enables the **collaboration** they crave and subsequently boosts morale.

Optimizing Support Technical Performance

☐ My platform is purely **conversation-based**, rather than relying on disjointed tickets that can't create a clear picture of each shopper.

☐ My customer routing **directs each shopper** to the best possible agent to tackle their solution.

☐ My product and brand information is identical **across my digital presence** so customers get a consistent experience.

☐ My **self-service tools** let customers handle the majority of their needs and don't require an overwhelming amount of live agent input.

💡 Gladly Pro Tip

Empowering your agents with better, more accessible technology will make them more autonomous in their work, increasing their happiness. Use tools from Gladly to fill gaps in your support center for a customer service approach that balances a precise combination of **personalization and automation.**

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