

Good Goal Worksheet

This worksheet can help you set business goals that align with your customer service vision and meet the good goal criteria.

Common Customer Service Goals

Companies often set customer service goals for these categories:

- Customer satisfaction
- Client retention
- Productivity (or speed of service)
- Quality (or error rate)
- Company reputation (online reviews, word of mouth, etc.)

Good Goals vs. Bad Goals

Customer service goals that match the good goal criteria tend to get better results.

Here's a comparison of good vs. bad goals.

Good Goals	Bad Goals
Good goals focus attention on our customer service vision.	Bad goals divert attention away from the customer service vision.
Good goals promote teamwork	Bad goals reward individualism.
Good goals rely on intrinsic motivation.	Bad goals rely on extrinsic motivation.

Bad goal example

"Customer service reps who earn an average customer satisfaction survey score of 90% or higher by the end of the month will earn \$100."

Good goal example

"The team will earn an average customer satisfaction survey score of 90% or higher by the end of the month."

Write a Good Goal

Write a customer service goal for your organization, department, or team.
