

Customer Excellence and Success Gaps

Please rate the delivery and performance of your current products and services against the following Critical Elements of Customer Excellence. A 1 indicates that your products and services are not quite meeting customer needs as well are not quite at the level of your competitors. A 10 indicates that you exceed the needs of your customers and that your products and services exceed the those of your competitors (large or small)

Element	Rating									
	1	2	3	4	5	6	7	8	9	10
1. Features										
2. Price										
3. Design										
4. Quality										
5. Speed										
6. Reliability										
7. Service										
8. Results										

Notes on Ideas to expand or close the gaps:
