

25 - Customer Orientation - Demonstrated concern for satisfying one’s external and/or internal customers.

	Basic	Proficient	Advanced
Professional/ Specialist	<ul style="list-style-type: none"> • Wants to be the preferred supplier through total customer satisfaction • Solves customer problems • Talks to customers (internal or external) to find out what they want • Assumes that that customers believe he/she is willing to work with them to meet their needs • Attempts to measure customer satisfaction • Tries to be positive with customers 	<ul style="list-style-type: none"> • Lives the business mission: to be the preferred supplier through total customer satisfaction • Quickly and effectively solves customer problems • Talks to customers (internal or external) to find out what they want and how satisfied they are with what they are getting • Lets customers know he/she is willing to work with them to meet their needs • Finds ways to measure and track customer satisfaction • Presents a cheerful, positive manner with customers 	<ul style="list-style-type: none"> • Lives the business mission by demonstrating through words and actions: to be the preferred supplier through total customer satisfaction • Quickly and effectively solves, even the most difficult, customer problems; as a result, strengthens the relationship with customer • Talks to customers (internal or external) to find out what they want and how satisfied they are with what they are getting; takes action with the information collected • Lets customers know he/she is sincerely willing to work with them to meet their needs; gives customers a sense of confidence in him/her • Regularly measures and tracks customer satisfaction; takes action with the information collected • Consistently presents a cheerful, positive manner with customers; makes customers want to work with him/her

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Supervisor/ Manager	<ul style="list-style-type: none"> • Wants to be the preferred supplier through total customer satisfaction • Solves customer problems • Talks to customers (internal or external) to find out what they want • Assumes that that customers believe he/she is willing to work with them to meet their needs • Attempts to measure customer satisfaction • Tries to be positive with customers 	<ul style="list-style-type: none"> • Lives the business mission: to be the preferred supplier through total customer satisfaction • Quickly and effectively solves customer problems • Talks to customers (internal or external) to find out what they want and how satisfied they are with what they are getting • Lets customers know he/she is willing to work with them to meet their needs • Finds ways to measure and track customer satisfaction • Presents a cheerful, positive manner with customers 	<ul style="list-style-type: none"> • Lives the business mission by demonstrating through words and actions: to be the preferred supplier through total customer satisfaction • Quickly and effectively solves, even the most difficult, customer problems resulting in a strengthened relationship with the customer • Talks to customers (internal or external) to find out what they want and how satisfied they are with what they are getting; takes action with the information collected • Lets customers know he/she is sincerely willing to work with them to meet their needs; gives customers a sense of confidence in him/her • Regularly measures and tracks customer satisfaction; takes action with the information collected • Consistently presents a cheerful, positive manner with customers; makes customers want to work with him/her

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Director/ Executive	<ul style="list-style-type: none"> • Lives the business mission: to be the preferred supplier through total customer satisfaction • Quickly and effectively solves customer problems • Talks to customers (internal or external) to find out what they want and how satisfied they are with what they are getting • Lets customers know he/she is willing to work with them to meet their needs • Finds ways to measure and track customer satisfaction • Presents a cheerful, positive manner with customers 	<ul style="list-style-type: none"> • Lives the business mission by demonstrating through words and actions: to be the preferred supplier through total customer satisfaction • Quickly and effectively solves, even the most difficult, customer problems resulting in a strengthened relationship with the customer • Talks to customers (internal or external) to find out what they want and how satisfied they are with what they are getting; takes action with the information collected • Lets customers know he/she is sincerely willing to work with them to meet their needs; gives customers a sense of confidence in him/her • Regularly measures and tracks customer satisfaction; takes action with the information collected • Consistently presents a cheerful, positive manner with customers; makes customers want to work with him/her 	<ul style="list-style-type: none"> • Champions the business mission by demonstrating through words and actions: to be the preferred supplier through total customer satisfaction • Instills a culture in the organization to quickly and effectively solve, even the most difficult, customer problems resulting in a strengthened relationship with the customer • Keeps the organization focused on talking to customers (internal or external) to find out what they want and how satisfied they are with what they are getting; creates an expectation of change and improvement with the information collected • Instills a culture in the organization to let customers know they are sincerely willing to work with them to meet their needs; gives customers a sense of confidence in him/her • Drives the organization to regularly measure and track customer satisfaction; ensures actions are taken with the information collected • Is a role model in the organization for consistently presenting a cheerful, positive manner with customers; makes customers want to work with him/her