

	Does Not Meet Expectations	Below Expectations	Approaches Expectations	Meets Expectations	Above Expectations	Exceeds Expectations
<b>Identifies Customer Needs</b>  Investigative Skills	<b>Does Not Meet Expectations</b>  Unable to establish relationship with customer so unable to identify needs. Customer breaks off interaction without seeking other assistance.	<b>Below Expectations</b>  Unable to identify needs and/or does not listen to the customer. Customer expresses extreme frustration, including, but not limited to, asking for other assistance.	<b>Approaches Expectations</b>  Eventually identifies customer's needs.	<b>Meets Expectations</b>  Recognizes customer's needs and customer type (D,I,S, or C)	<b>Above Expectations</b>  Easily and quickly recognizes customer needs, customer type and is able to brainstorm a couple of options for particular customer.	<b>Exceeds Expectations</b>  Easily and quickly recognizes customer needs, customer type, and the best solution for the particular customer.
<b>Uses appropriate tone of voice</b>  Oral Communication	<b>Does Not Meet Expectations</b>  Sounds bored, cold, may match angry tone of customer	<b>Below Expectations</b>  Sounds bored, detached.	<b>Approaches Expectations</b>  Uses indifferent, neutral tone--not friendly, welcoming, or warm.	<b>Meets Expectations</b>  Frequently uses warm, pleasant tone.	<b>Above Expectations</b>  Consistently uses warm, pleasant tone.	<b>Exceeds Expectations</b>  Consistently uses warm, pleasant tone and smiles (whether on phone or in person) to add to an already welcoming demeanor.
<b>Empathizes with customer</b>  Customer Service Orientation	<b>Does Not Meet Expectations</b>  Says nothing or ignores customer's feelings.	<b>Below Expectations</b>  Simply restates customer's words.	<b>Approaches Expectations</b>  Simply restates customer's words---moves to action too quickly	<b>Meets Expectations</b>  Frequently uses empathetic responses accurately.	<b>Above Expectations</b>  Consistently uses a variety of empathetic responses accurately	<b>Exceeds Expectations</b>  Consistently uses a variety of empathetic responses accurately, and checks-in on customer throughout the interaction (in person or on-phone.)