

STANDARD TASK ANALYSIS FORM

6/2/2011

Duty/Task:									
C-6 Develop customer satisfaction policy									
STEPS (Required to Perform the Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)	
1 Identify customer perceptions of the CSA	1 Identified and thoroughly understood customer perceptions of the CSA e.g. what they like, what they don't like, perceived problems, complaints	1 Customer surveys, as needed; customer satisfaction forms, communication devices	1 Knowledge of customer service, knowledge of business and agricultural operations, communications skills	1 N/A	1 Responsive, problem solver, customer service oriented, diplomatic, good communicator	1 How do I know customers are satisfied? Do I need to develop a survey, questionnaire or other form? How do I compile my findings? How should I use the findings?	1 Good business practice, status of business operations, results of customer interaction, surveys, and questionnaires	1 Poor business practices that leads to loss of customers and revenue	
2 Review how other CSAs and similar operations track customer satisfaction	2 Reviewed several other CSAs with similar operations and determined how they track customer satisfaction; determined what would work for your CSA	2 Customer satisfaction policies, related forms, and procedures, computer with internet access	2 Knowledge of customer service, knowledge of business and agricultural operations, analytical skills	2 N/A	2 Decision maker, problem solver, customer service oriented	2 How do other CSAs track customer satisfaction? How do I find out? Are there any best practice sheets about customer satisfaction?	2 Good business practice, status of business operations, results of customer interaction, surveys, and questionnaires	2 Poor business practices that leads to loss of customers and revenue	
3 Review how other CSAs and similar operations handle customer complaints	3 Reviewed several other CSAs with similar operations and determined how they resolve customer complaints; determined what would work for your CSA	3 Communication devices, computer with internet access	3 Knowledge of customer service, knowledge of business and agricultural operations, analytical skills	3 N/A	3 Decision maker, problem solver, customer service oriented	3 What practices might work for my CSA? Are there any best practice sheets about handling complaints?	3 Good business practice, status of business operations, results of customer interaction, surveys, and questionnaires	3 Poor business practices that leads to loss of customers and revenue	
4 Create a policy regarding how your CSA will handle each complaint	4 Created a clear, responsive, and effective policy for dealing with all likely complaints of your CSA; described the steps the CSA will take to resolve the complaints	4 Computer, office supplies	4 Knowledge of customer service, knowledge of business and agricultural operations, analytical skills	4 N/A	4 Responsive, problem solver, customer service oriented, diplomatic, good communicator	4 What practice will best resolve customer complaints? How should the complaint be resolved? How should the policy be written? What needs to be included in the policy?	4 Reviews completed; good business practice; status of business operations; results of customer interaction, surveys, and questionnaires	4 Poor business practices that leads to loss of customers and revenue	
5 Train employees to "practice" the policy.	5 Trained employees to know what is expected of them regarding customer satisfaction	5 Computer, handouts, policy	5 Training skills, knowledge of the policy	5 N/A	5 Enthusiastic, customer service oriented	5 How should I train the employees in the policy?	5 Available methods, time required to develop the training	5 Employees won't know what is expected of them	
6 Enforce the policy to improve operations and customer satisfaction	6 Enforced the policy in a manner that increased customer satisfaction and decreased complaints; shared a copy of the policy with all employees and customers; changed policy over time to improve customer relations and satisfaction; instructed employees how to respond to complaints	6 Computer with a database, office supplies, customer satisfaction forms	6 Knowledge of customer service, knowledge of business and agricultural operations, problem solving skills, analytical skills	6 Possible bodily harm	6 Responsive, problem solver, customer service oriented, diplomatic, good communicator	6 How will I use the policy to improve operations and customer satisfaction? How will I communicate the policy to customers? When should it be communicated? How should employees be trained to use the policy?	6 Improved business operations and profits; decreased complaints and increased positive comments received; increased customer awareness about the policy	6 Poor business practices that leads to loss of customers and revenue	
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Expert Workers:									
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