**Service Channels Worksheet**

Use this worksheet to evaluate the customer service channels in your organization. You can add additional channels at the bottom if there are channels your company uses that are not listed.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Channel** | **Owner** | **Discovery?** | **Contact?** | **Response?** | **Answered?** | **Consistent?** |
| In-person |  |  |  |  |  |  |
| Web |  |  |  |  |  |  |
| Phone |  |  |  |  |  |  |
| Email |  |  |  |  |  |  |
| Chat |  |  |  |  |  |  |
| Video Chat |  |  |  |  |  |  |
| Text |  |  |  |  |  |  |
| Mobile |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |
| Mail |  |  |  |  |  |  |
| Fax |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**New Channel Evaluation -** New service channels should pass three tests:

1. There’s enough customer demand to invest in this channel.
2. You can serve customers effectively using this channel.
3. You can service customers consistently using this channel.