**Church Staff Assessment Of Guest Focus**

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| **Rating**  | **Summary statement** |
| Rating 5 Exceptional | Considers church guests to be a priority, and works closely with them to identify and anticipate their needs. Consistently follows up promptly and maintains frequent communication with guests in their area of responsibility. Consistently ensures that their questions are answered and their needs and expectations are met. Consistently provides guest feedback to appropriate staff. |
| Rating 4Exceeds Expectations | Considers church guests to be a priority, and listens to their needs. Is frequently able to anticipate their needs. Follows up promptly and maintains frequent communication with guests in their area of responsibility. Strives to ensure that their questions are answered and that their needs and expectations are met. Provides guest feedback to appropriate staff. |
| Rating 3Meets Expectations | Usually makes church guests a priority, and is usually able to identify their needs. Usually follows up promptly and maintains frequent communication with guests in their area of responsibility. Works toward answering guest’s questions and meeting guest’s needs and expectations. Usually provides guest feedback to appropriate staff. |
| Rating 2Needs Improvement | Lacks a consistent guest focus. Has difficulty anticipating and identifying church guest needs, and is not always able to ensure that their needs are met. Inconsistent in following up promptly and maintaining frequent communication with guests in their area of responsibility. Must work more closely with guests to ensure that their questions are answered and that their needs and expectations are met. Must be more diligent in providing guest feedback to appropriate staff. |
| Rating 1Below Expectations | Unable to anticipate and identify customer needs. Consistently fails to follow up promptly and maintain frequent communication with guests in their area of responsibility. Does not work closely with guests to ensure that their questions are answered and that their needs and expectations are met. Does not provide guest feedback to appropriate staff. |