**Sample employee review feedback on Customer focus**

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| **Rating (scale of 1-5)** | **Summary statement** |
| Rating 5 Exceptional | Considers customers to be a priority, and works closely with them to identify and anticipate their needs. Maintains frequent communication with the customer to set realistic expectations. Consistently ensures that their needs and expectations are met. |
| Rating 4Exceeds expectations | Considers customers to be a priority, and listens to their needs. Is frequently able to anticipate their needs. Maintains communication with the customer to set realistic expectations. Strives to ensure that their needs and expectations are met. |
| Rating 3Meets expectations | Usually makes customers a priority, and has been able to identify their needs. Attempts to set realistic expectations. Works toward meeting customers' needs and expectations. |
| Rating 2Below expectations | Has difficulty anticipating and identifying customer needs, and is not always able to ensure that their needs are met. Must work more closely with customers. |
| Rating 1Needs improvement | Unable to anticipate and identify customer needs. Does not work closely with customers to ensure that their needs are met. |

When providing feedback on the performance of this competency, managers can choose from several specific behaviors, and access more detailed comments that describe performance. Below are the comments you can choose from for the behavior:

***Ensuring that commitments are completely fulfilled***

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| **Rating** | **Nuance** | **Comment text** |
| Rating 5 Exceptional | Positive | {He/She} always communicates with customers to ensure that commitments have been fulfilled according to their specifications. |
| Neutral | {He/She} places a high level of importance on ensuring that commitments have been fulfilled according to the customer's specifications. |
| Negative | {He/She} always ensures that commitments have been fulfilled according to their specifications. |

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| Rating 4Exceeds expectations | Positive | {He/She} often communicates with customers to ensure that commitments have been fulfilled according to their specifications. |
| Neutral | {He/She} ensures that commitments have been fulfilled according to the customer's specifications. |
| Negative | {He/She} attempts to ensure that commitments have beenfulfilled according to the customer's specifications. |
| Rating 3Meets expectations | Positive | {He/She} ensures that commitments have been fulfilled accordingto the customer's specifications. |
| Neutral | {He/She} attempts to ensure that commitments have been fulfilled according to the customer's specifications. |
| Negative | {He/She} is encouraged to communicate more regularly with customers, to ensure that commitments have been fulfilledaccording to their specifications. |
| Rating 2Below expectations | Positive | {He/She} should communicate more often with customers, toensure that commitments have been fulfilled according to their specifications. |
| Neutral | {He/She} does not always ensure that commitments have beenfulfilled according to the customer's specifications. |
| Negative | {He/She} rarely takes steps to ensure that commitments havebeen fulfilled according to the customer's specifications. |
| Rating 1Needs improvement | Positive | {He/She} must communicate with customers to ensure that products and services commitments have been fulfilledaccording to their specifications. |
| Neutral | {He/She} does not ensure that commitments have been fulfilled according to the customer's specifications. |
| Negative | {He/She} does not demonstrate a concern for fulfillingcommitments according to the customer's specifications. |

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