# Formative Exercise 4D

# KPA’s for Frontline Customer Service

## Instructions:

* Make a list of the 5 most important KPA’s for a frontline customer service employee in your company.
* Ensure that the KPA’s are SMART (indicate each one!)
* Ensure that KRA’s are in line with your Strategy regarding Customer Relations.

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| **First Attempt** | **Second Attempt** | **Third Attempt** |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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