# 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.

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