



Customer Service Survey

Confidential Report

Jill Sample

Saturday, December 29, 2001

LMI-Center for Effective Organizations

1506 Tiffany Park Circle, Suite 101

WWW.LMI-CEO

Santa Maria, CA 93455-4541

805-934-5956 or 570-0620

Knowledge

- Limited Understanding
- Requires More Training



Limited ←————→ Extensive

- Extensive Understanding
- Requires Less Training

Assertiveness

- Reserved
- Retiring
- Quiet

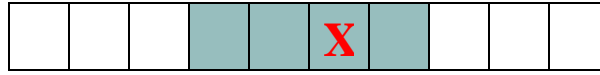


Low ←————→ High

- Persuasive
- Confident
- Outgoing

Persistence

- Wavers easily
- Undecided
- Sensitive to rejection



Low ←————→ High

- Persevering
- Unwavering
- Emotionally tough

Empathy

- Results-focused
- Task-oriented
- Goal specific



Low ←————→ High

- People-focused
- Relationship-oriented
- Empathic

Drive

- Low competitive
- Unassuming
- Wishes to please



Low ←————→ High

- High competitive
- Aggressive
- Opportunistic

Organization

- Disorganized
- Prefers variety
- Creative focus



Low ←————→ High

- Organized
- Conforms to procedures
- Routine-focused

Maturity

- Unconventional
- Impetuous
- Temperamental



Low ←————→ High

- Sound judgement
- Stable
- Tolerant

Creativity

- Structured
- Systematic
- Specific



Low ←————→ High

- Inventive
- Unique
- Innovative

Incentive

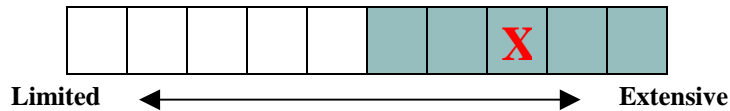
- Security
- Pragmatic
- Internal



Low ←————→ High

- Recognition
- Feedback
- External

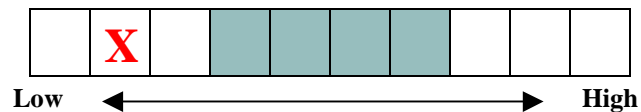
Knowledge



Ms. Sample scored in the above-average range on the Customer Service Survey. She has a very solid foundation in the techniques and skills currently considered effective for this type of position. She should be able to establish rapport with the customer, make it a point to be helpful, and will go out of her way to ensure all the customer's problems, even unstated ones, have been resolved. She will need very little training in order to assume the responsibilities of this position.

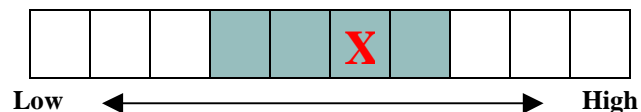
The results of the “CUSTOMER SERVICE KNOWLEDGE” area are calculated by the number of correct answers in the CUSTOMER SERVICE KNOWLEDGE section of the survey. For a list of questions that were answered incorrectly, refer to the back section of this report.

Assertiveness



- She is a quiet observer in groups addressing client matters.
- Checks out customer service techniques with others before committing to a course of action.
- Is dependent on others for guidance in identifying customer needs.

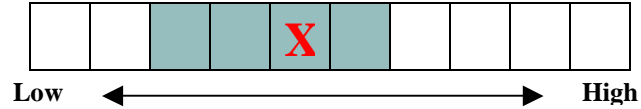
Persistence



- She is conscientious about following through on projects with customers.
- Is a stable, reliable member of a customer relations team.
- Is reliable and dependable about commitments to clients.

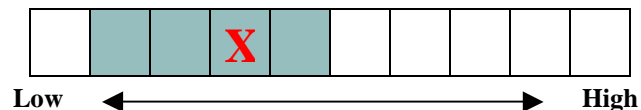
The shaded bars represent the range of characteristics typically found in the role of Customer Service Representatives in your organization. The “X’s” indicate this individual’s scores.

Empathy



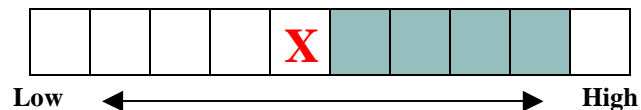
- Tries to balance viewpoints to reach a resolution that benefits both customer and company.
- Cooperates with others to achieve customer service goals.
- Attempts to tactfully resolve conflicts with customers.

Drive



- Takes a methodical approach to evaluating opportunities and in reacting to changes in client needs.
- She will maintain a steady work pace while managing for consistency in the delivery of service to customers.
- Serves as a resource for others who need assistance in handling customer requests.

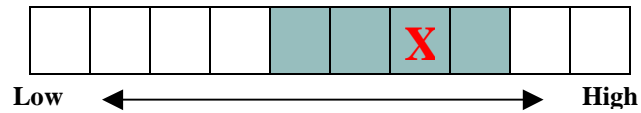
Organization



- Uses company protocol to structure customer service planning, but may also make adaptations.
- She may fluctuate between orderly work and disorganization.
- Prioritizes work to provide more effective service to clients.

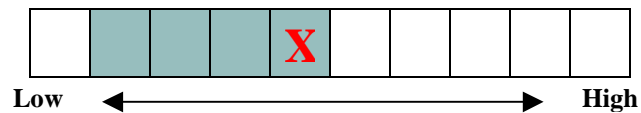
The shaded bars represent the range of characteristics typically found in the role of Customer Service Representatives in your organization. The "X's" indicate this individual's scores.

Maturity



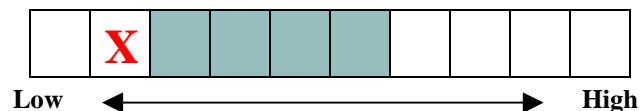
- She will recognize the strengths and limitations of a customer service team.
- Can separate important facts from irrelevant information when making customer decisions.
- Looks beyond the immediate situation for direction in streamlining client services.

Creativity



- Is willing to try new methods and approaches to assure customer satisfaction.
- She is interested in developing innovative skills for better client service.
- Sees the value in challenging conventional practices to achieve growth in the customer base.

Incentive



- She is a self-starter in addressing customer needs.
- Is motivated by tangible, practical rewards to expand services to customers.
- Overcomes obstacles to achieve good results with clients.

The shaded bars represent the range of characteristics typically found in the role of Customer Service Representatives in your organization. The "X's" indicate this individual's scores.

SUITABILITY RATINGS

Ms. Sample's overall suitability match to the Customer Service Survey pattern is 85%.

TO THE CLIENT:

The decision to hire or promote an individual should be made on the basis of a complete employee selection system comprising many factors. The Profiles International, Inc. evaluation component (this report) should be used as a decision support tool in the context of the selection system appropriate for your organization. The rating system is designed to provide a comparison between the candidate's results and the pool of Profiles' reference data. In order to maximize the effectiveness of this evaluation, the report should always be used in the broader context of identifying this individual's training, management, and development needs. When using this report for decision-making, its contents should only be used as the basis for one-third of any decision. Profiles is only responsible for the contents of this report and is not liable for any unauthorized disclosure or misuse of the information contained herein.

INCORRECT ANSWERS

The following is a list of the questions that were answered incorrectly in the **CUSTOMER SERVICE KNOWLEDGE** section of this survey. The correct T/F answer is located immediately following each question in ().

- 7. My department's standards are less important than what I think is best for them. (F)
- 13. Most unhappy customers will never be satisfied regardless of what you do for him or her. (F)
- 14. Your job is to solve your customer's problems, not to be a sympathetic ear. (T)
- 18. Many customers have unreasonable expectations. (F)
- 24. I try to encourage people who seem interested in buying something to come in to visit versus talking to them on the phone. (F)
- 32. If a customer calls on the phone, I should stop whatever I am doing and deal with him or her immediately. (F)
- 37. All customers should be treated the same; no customer is more important than any other. (T)
- 39. If I am dealing with a customer and an irate customer interrupts, I should immediately deal with the irate customer. (F)
- 42. Sometimes you have to disagree with a customer. (T)
- 43. I should always ask my customers what they expect before serving them. (F)
- 46. Sometimes disagreeing with a customer will lead to better results for all concerned. (T)
- 48. I cannot be expected to know about every product we carry. (F)
- 53. Customer service is primarily a sales function. (F)
- 63. I think that it is important to chat with my customers for a few minutes before getting down to business. (F)

PROFILES CALL CENTER SURVEY

Description of Customer Service Survey & Call Center Scales

Empathy	This scale assesses the degree to which an individual describes him/herself as one who prefers taking action toward accomplishing a specific task; or, one who prefers taking action with people.
Organization	This scale assesses the degree to which an individual likes a variety of activities but dislikes organizing and following established routines and procedures; or, is generally conforming to routine procedures or accepted standards and is well organized.
Assertiveness	This scale assesses the degree to which an individual is retiring, quiet, and not outgoing; or, is persuasive, confident, and outgoing.
Persistence	This scale assesses the degree, to which an individual is undecided, uncertain, and vague in his or her opinions; or, is persevering, unchanging and determined in pursuing goals.
Creativity	A measure of bringing into being new ideas and unique approaches, a propensity for innovative things. Measuring the ability to interpret information and apply the knowledge to other uses or other solutions.
Incentive	This scale assesses the degree, to which an individual is reserved, unpretentious, and is one who has little need for social recognition; or, is desirous of recognition and feedback from others and wants to feel important by receiving attention and favorable notice. It also measures a person's approach to ideas and plans, whether the orientation is levelheaded, pragmatic and concerned with production and profit or more idealistic, imaginative and optimistic.
Maturity	This scale measures an individual's personal maturity level, the degree to which he or she uses good judgment, is stable, levelheaded and accountable.
Drive	This scale assesses the degree to which an individual is competitive and aggressive and may be described by others as being opportunistic at times; or, is unassuming and may be described by others as wanting to please and gain personal acceptance.