



Customer Service Profile™

The Profiles Customer Service Perspective™

Keeping customers satisfied is essential to building a successful, growing business. While many companies work hard to increase sales, they may overlook the importance of doing the little things that keep customers happy and buying more. It is often easier to accelerate business by cultivating the customers you already have rather than having to constantly attract new customers.

If it is true that happy customers buy more, then your business will benefit tremendously from incorporating Profiles' Customer Service Perspective. As an investment in your human capital, the CSP can have a significantly positive impact on your bottom line.

Customer Service Perspective identifies eight behavioral characteristics and two proficiencies that are essential to extraordinary customer service. This is the information needed to coach and train your people to deliver world-class customer service.

Customer Service Perspective measures the behavioral characteristics of Trust, Tact, Empathy, Conscientiousness, Conformity, Focus, Courtesy, and Flexibility as well as Proficiencies in Vocabulary and Mathematics. It also measures the Percentage of Agreement with the company's Customer Service Policies and Attitudes.



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Reports Generated

• The CSP Placement Report

A Job Match Percentage that tells how well job candidates measure up to the company's customer service standards and the degree of alignment between their customer service perspective and the specific expectations of the company.

The placement report also has "Considerations for Interviewing." Whenever a job candidate's score misses your customized Job Match Pattern, his or her report suggests interview questions to stimulate conversation regarding the issue in question.

• The CSP Coaching Report

Identifies the areas where individualized training and coaching will effectively instill the customer service attitudes the company wants in all of its employees.

• The CSP Individual Report

Helps employees increase their awareness of their customer service skills or lack thereof.

Technical Specs

- **Solves these challenges:** Inappropriate Messaging About Your Business, Customer Dissatisfaction, Legal Liability Issues, High Employee Turnover
- **Used For:** Placement, Promotion Fit, Succession Planning, Coaching, and Self Improvement
- **Measures:** Behavioral Characteristics, Proficiencies, Job Match, Customer Service Perspective.
- **Areas Measured:** Trust, Tact, Empathy, Conscientiousness, Conformity, Focus, Courtesy, Flexibility, Vocabulary, Numerical, Job Match, Customer Service Perspective
- **Time to Take:** 20 - 30 minutes
- **Administration:** Online or Pencil / Paper
- **Results Turnaround:** Immediately

The Ultimate Weapon for Recruiting, Screening and Training Your Customer Contact Staff

