



TTI
SUCCESS
INSIGHTS®

Customer Service

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Introduction



Successful business depends on Customer Service. It is essential to understand that every employee is involved in customer service. Everyone in every organization is a customer of some kind. It has been proven that customers would rather switch to another company than tolerate poor service. Research indicates, even if there is no conflict, over 60% of all customers quit dealing with a business because of indifference on the part of some employee.

The ability to interact effectively with customers may be the critical difference between success or failure in our work life. Effective customer service begins with an accurate perception of our own work behavioral style. This report was designed to quantify information on how you see your own behavior in the workplace. That information may then be used for you to learn how others perceive your behavior. This knowledge will assist you in formulating strategies in meeting customer needs.

Behavioral Characteristics



Based on your responses, the report has selected general statements to provide you with a broad understanding of your Customer Service Style. This section of the report identifies the natural customer service style you bring to the job.

Chris is the type of individual who, under pressure, has a tremendous sense of urgency and a need to get things done. He is extremely results-oriented, with a sense of urgency to complete projects quickly. He may not trust others enough to delegate projects, especially if they have displayed an inability to perform to his standards. At times, he may be reluctant to delegate certain tasks. He needs to learn to relax and pace himself. He may expend too much energy trying to control himself and others. Chris likes people, but can be seen occasionally as cold and blunt. He may have his mind on project results and sometimes may not take the time to be empathetic toward others. He likes to be forceful and direct when dealing with others. His desire for results is readily apparent to the people with whom he works. He may have difficulty dealing with others who are slower in thought and action. He is goal-oriented and driven by results. He is the team member who will try to keep the others on task. Chris is a creative person and uses this creativity to solve problems. He is driven toward goals completion and wants to be in a position to set policy that will allow him to meet those goals. He has little time for details unless he sees the importance of those details in achieving his goals. He tends to have a "short fuse" and can display anger or displeasure when he feels that people are taking advantage of him.

Chris likes setting the pace in developing systems to achieve results. He should realize that at times he needs to think a project through, beginning to end, before starting the project. He finds it easy to share his opinions on solving work-related problems. He will work long hours until a tough problem is solved. After it is solved, Chris may become bored with any routine work that follows. Sometimes he may be so opinionated about a particular problem that he has difficulty letting others participate in the process. He has the unique ability of tackling tough problems and following them through to a satisfactory conclusion. He likes the freedom to explore and the authority to re-examine and retest his findings. He sometimes requires assistance in bringing major projects to completion. He may have so many projects underway that he needs help from others.



Behavioral Characteristics

Continued



Chris is skilled at asking informed questions and extracting information, but for some people he may need to phrase his questions more tactfully. He may display a lack of empathy for others who cannot achieve his standards. He likes people who present their case effectively. When they do, he can then make a quicker assessment or decision. He usually communicates in a cool and direct manner. Some may see him as being aloof and blunt. Chris likes people who communicate with him in a clear, precise and brief conversation. He likes people who give him options as compared to their opinions. The options may help him make decisions, and he values his own opinion over that of others! Sometimes he can become so involved with his work that he appears cool and aloof to others. He should exhibit more patience and ask questions to make sure that others have understood what he has said.



Perceptions



See Yourself As Others See You

A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on your self-perception and how, under certain conditions, others may perceive your behavior. Understanding this section will empower you to project the image that will allow you to control the situation.



You usually see yourself as being:

- ✓ Pioneering
- ✓ Assertive
- ✓ Competitive
- ✓ Confident
- ✓ Positive
- ✓ Winner



Under moderate pressure, tension, stress or fatigue, others may see you as being:

- ✓ Demanding
- ✓ Nervy
- ✓ Egotistical
- ✓ Aggressive



And, under extreme pressure, stress or fatigue, others may see you as being:

- ✓ Abrasive
- ✓ Controlling
- ✓ Arbitrary
- ✓ Opinionated

Descriptors



Based on your responses, the report has marked those words that describe your personal behavior. They describe how you solve problems and meet challenges, influence people, respond to the pace of the environment and how you respond to rules and procedures set by others.

Driving	Inspiring	Relaxed	Cautious
Ambitious	Magnetic	Passive	Careful
Pioneering	Enthusiastic	Patient	Exacting
Strong-Willed	Persuasive	Possessive	Systematic
Determined	Convincing	Predictable	Accurate
Competitive	Poised	Consistent	Open-Minded
Decisive	Optimistic	Steady	Balanced Judgment
Venturesome	Trusting	Stable	Diplomatic
Dominance	Influence	Steadiness	Compliance
Calculating	Reflective	Mobile	Firm
Cooperative	Factual	Active	Independent
Hesitant	Calculating	Restless	Self-Willed
Cautious	Skeptical	Impatient	Obstinate
Agreeable	Logical	Pressure-Oriented	Unsystematic
Modest	Suspicious	Eager	Uninhibited
Peaceful	Matter-of-Fact	Flexible	Arbitrary
Unobtrusive	Incisive	Impulsive	Unbending

Customer Service Flexibility



Since customers are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of customers and provide you with the strategies to meet their needs.

"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

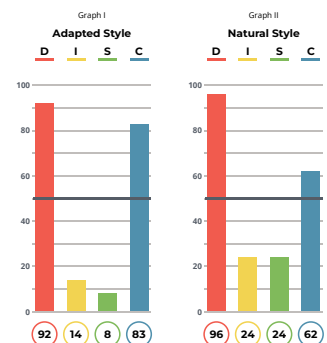
- Fast-paced speech
- Strong personality
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

- Minimize features - maximize benefits
- Help them with details
- LISTEN
- Ask specific questions
- Keep the pace fast enough so they don't become bored

Factors that will create tension or dissatisfaction with this Style of Customer:

- Over controlling the situation
- Telling them what to do



Customer Service Flexibility

"Improving Your Interactive Flexibility"



When interacting with a customer who has the following characteristics:

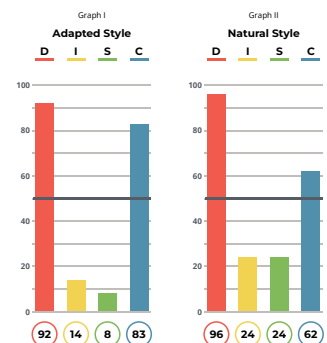
- Warm and friendly
- Impulsive
- Uses many hand gestures while speaking
- Talkative
- Imprecise about the use of time

Factors that will improve Service with this Style of Customer:

- Be friendly, not dominating
- Ask for their ideas and opinions
- Use testimonials
- Tell how others will benefit
- Control your impatience

Factors that will create tension or dissatisfaction with this Style of Customer:

- Over controlling
- Displaying your impatience



Customer Service Flexibility

"Improving Your Interactive Flexibility"



When interacting with a customer who has the following characteristics:

- Patient
- Easy going
- Uses few gestures
- Unemotional voice
- Reserved

Factors that will improve Service with this Style of Customer:

- Listen patiently
- Take time to explain
- Develop more empathy and patience
- Take a personal interest in them
- Exhibit friendly attitudes
- Slow down
- Give more attention to details
- Control body language
- Speak with sincere tone of voice

Factors that will create tension or dissatisfaction with this Style of Customer:

- Overselling or stressing new products
- Dominate with active body language



Customer Service Flexibility

"Improving Your Interactive Flexibility"



When interacting with a customer who has the following characteristics:

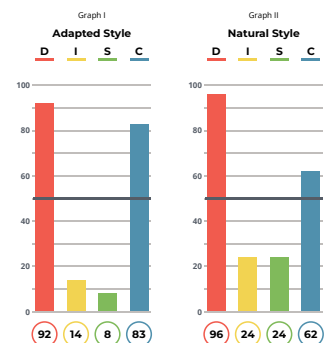
- Speaks slowly
- Asks many questions about facts and data
- Is deliberate
- Uses few gestures
- Unemotional

Factors that will improve Service with this Style of Customer:

- Slow down and LISTEN
- Explain details
- Be sincere - lower your tone of voice
- Be conservative in assertions
- Answer questions precisely
- Minimize risks

Factors that will create tension or dissatisfaction with this Style of Customer:

- Being too blunt and direct
- Forcing them to take risks



Situational Strategies



Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.

Customer

Skeptical, Suspicious

Nervous, irritable, high strung

Pessimistic, grouchy, complaining

Egotistical, opinionated, high hat

Argumentative, blustering

Silent, secretive

Strategy

Agree on minor points and expand. Be conservative in assertions.

Use a quiet, tactful, soothing manner.

Listen patiently, ask questions to find out their real concerns.

Flatter their ego. Concentrate on getting results.

Create response by challenging in a sincere manner.

Be more personal than usual to draw them out.



Action Plan

Professional Development



1. I learned the following behaviors contribute positively to increasing my professional effectiveness: (list 1-3)

2. My report uncovered the following behaviors I need to modify or adjust to make me more effective in my career: (list 1-3)

3. When I make changes to these behaviors, they will have the following impact on my career:

4. I will make the following changes to my behavior, and I will implement them by _____:

Action Plan

Personal Development



1. When reviewing my report for personal development, I learned the following key behaviors contribute to reaching my goals and the quality of life I desire: (list 1-3)

2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:

4. I will make the following changes to my behavior, and I will implement them by _____:

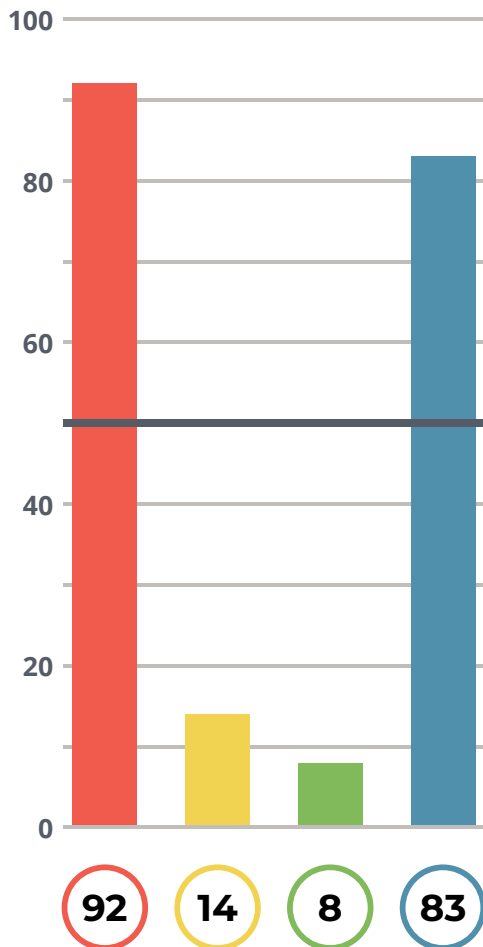
Style Insights® Graphs



Graph I

Adapted Style

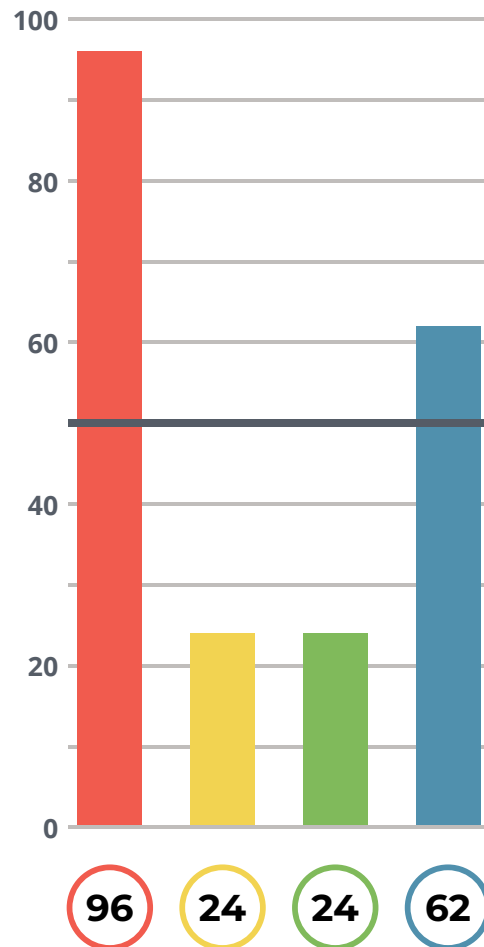
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Graph II

Natural Style

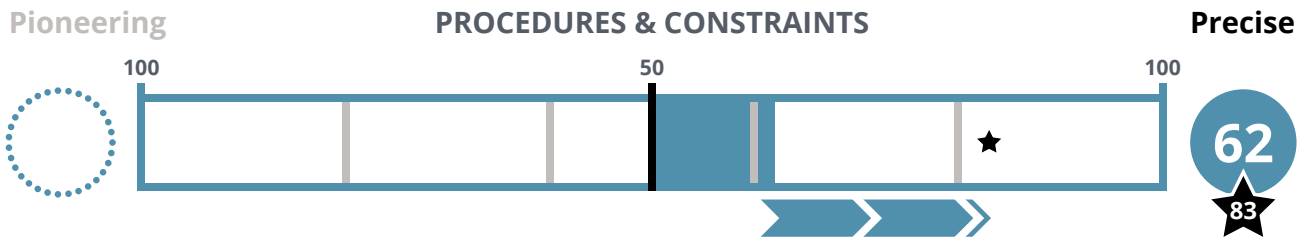
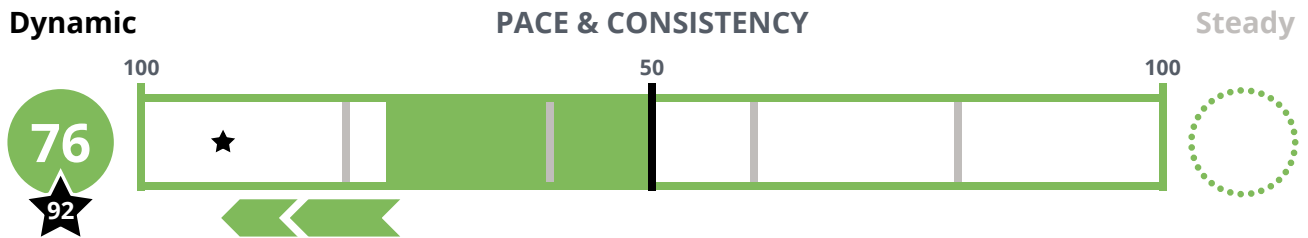
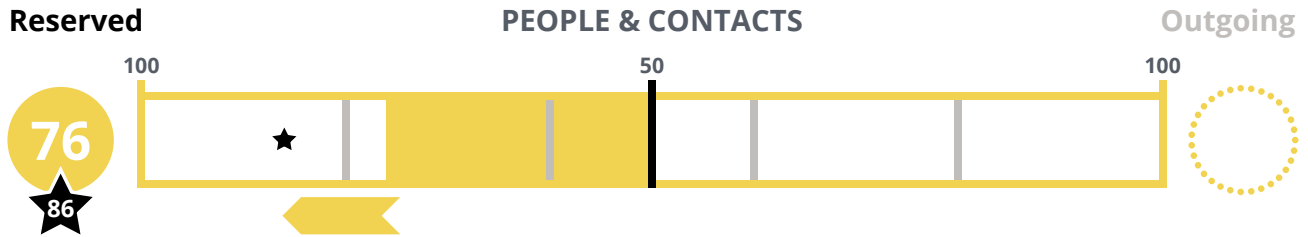
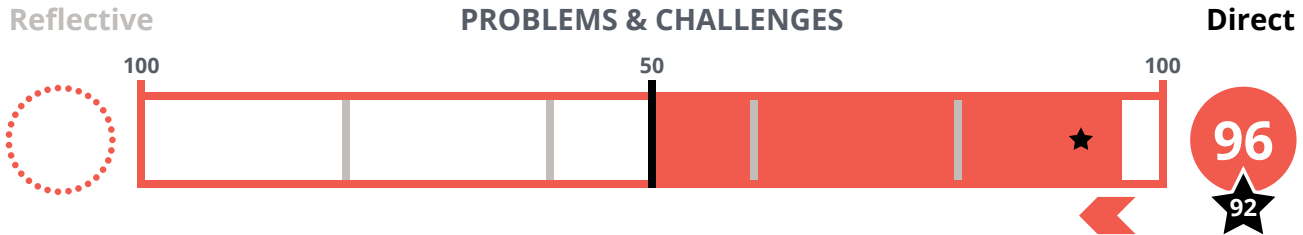
D **I** **S** **C**



Behavioral Continuum



Everyone has a varying level of the four main behavioral factors that create their own, personal style. Each side of those factors lives on a continuum, and the combination influences individuals' level of engagement in different situations. The graph below is a visual representation of where Chris falls within each continuum.



- ★ Adapted Position
- ➡ Adapted Movement

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The Success Insights® Wheel



The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.

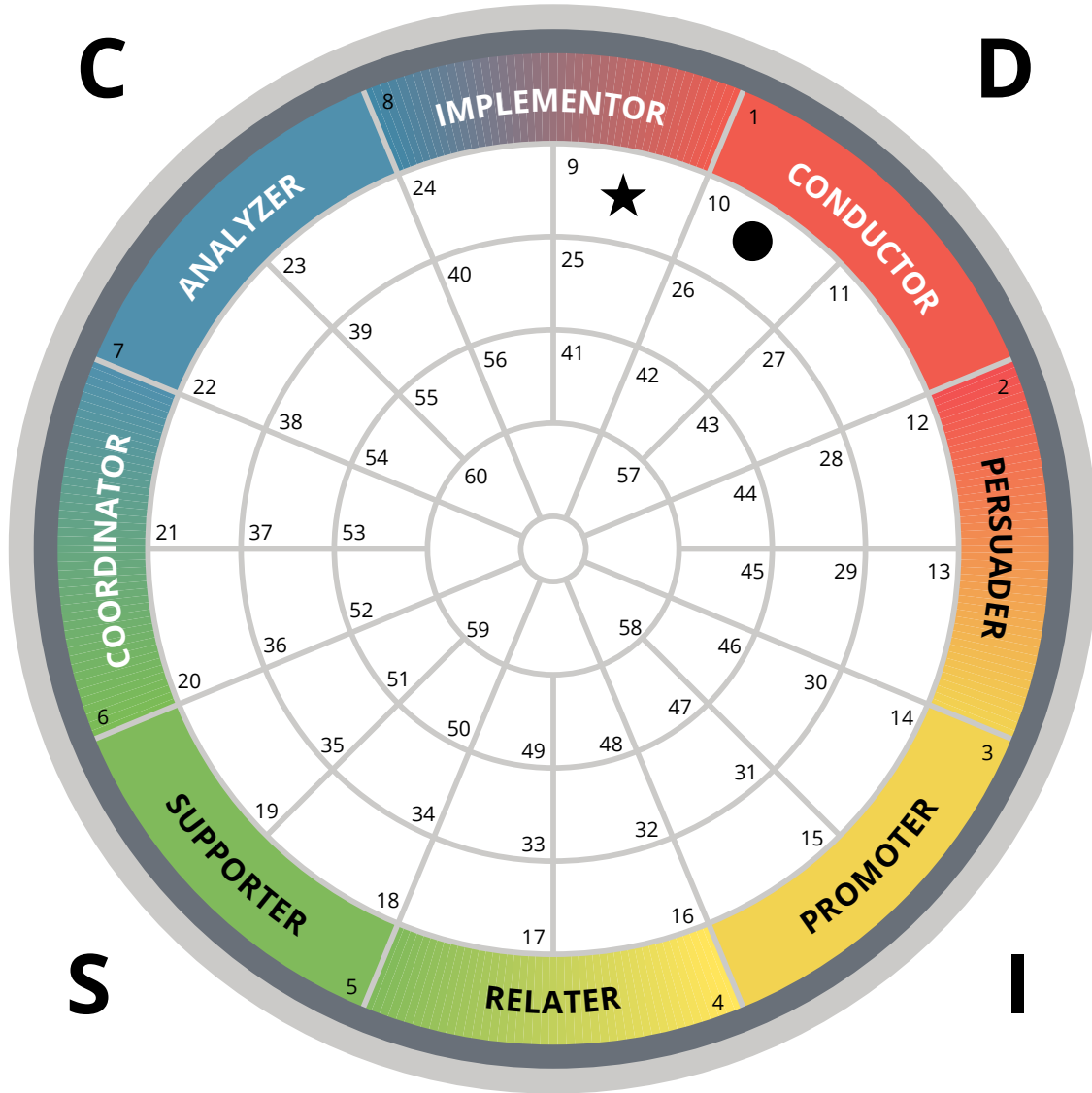
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.

The Success Insights® Wheel



Chris



Adapted: ★ (9) CONDUCTING IMPLEMENTOR
 Natural: ● (10) IMPLEMENTING CONDUCTOR
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