





## INTRODUCTION

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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.



## GENERAL 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.*

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Craig can be open, patient and tolerant of differences. His natural quality of being nonjudgmental is a great strength. Because he is receptive and listens well, he excels in gathering information. He wants to be seen as a responsible person, and will avoid behavior that could be seen by others as irresponsible. He strives to maintain the status quo, since he tends to resist change, particularly when it is unexpected or sudden. He may not project a sense of urgency like some people with different behavioral styles. Craig requires many good reasons, as well as the benefits involved, before agreeing to making changes. Outwardly, he may appear to be totally accepting of others. He may, however, have deep convictions that are not apparent to others. He is usually steady, easygoing and relaxed. He can be possessive and develop strong attachments for his work group, close friends and family. Craig is good at maintaining relationships both on and off the job. He manifests a caring and warm demeanor to the people in his life. He can be friendly with others in many situations, but primarily with groups of established friends and associates. He is sociable and enjoys the uniqueness of each human being. He is a good team member, but he will, if forced, go it alone. He is eager to please others. He wants others to be satisfied and he may go out of his way to accommodate others, sometimes even to his own discomfort.



## GENERAL CHARACTERISTICS

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Craig finds making decisions easier when he knows that others he respects are doing the same thing; he then has a feeling of stability and "family." He is good at analyzing situations that can be felt, touched, seen, heard, personally observed or experienced. His motto is, "facts are facts." He is persistent and persevering in his approach to achieving goals. He can be sensitive to the feelings of others and is able to display real empathy for those who are experiencing difficulties. Craig prefers to plan his work and work his plan. Others may find it refreshing to have him on their team. He often thinks over major decisions before acting. Once he has arrived at a decision, he can be tough-minded and unbending. He has made his decision after gathering much data, and he probably won't want to repeat the process.

Craig likes a friendly, open style of communication. He usually is considerate, compassionate and accepting of others; however, on some occasions can become stubborn. Stubbornness surfaces when his ideals and beliefs are confronted. He will be open with those he trusts; however, reaching the required trust level may take time. He likes to know what is expected of him in a working relationship and have the duties and responsibilities of others who will be involved explained. Communication is accomplished best by well-defined avenues. Craig is quick to pick up on group dynamics and skilled in fitting in with a group. He brings both speaking and listening skills to the group.



## PERCEPTIONS

*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.*

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### "See Yourself As Others See You"

#### SELF-PERCEPTION

You usually see yourself as being:

Considerate  
Good-Natured  
Team player

Thoughtful  
Dependable  
Good listener

#### OTHERS' PERCEPTION

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

Nondemonstrative  
Unconcerned

Hesitant  
Inflexible

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

Possessive  
Detached

Stubborn  
Insensitive



# 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.

<b>Dominance</b>	<b>Influencing</b>	<b>Steadiness</b>	<b>Compliance</b>
Demanding Egocentric Driving Ambitious Pioneering Strong-Willed Forceful Determined Aggressive Competitive Decisive Venturesome Inquisitive Responsible	Effusive Inspiring Magnetic Political Enthusiastic Demonstrative <b>Persuasive</b> <b>Warm</b> <b>Convincing</b> <b>Polished</b> <b>Poised</b> <b>Optimistic</b> Trusting Sociable	Phlegmatic Relaxed Resistant to Change Nondemonstrative <b>Passive</b> <b>Patient</b> <b>Possessive</b> <b>Predictable</b> <b>Consistent</b> <b>Deliberate</b> <b>Steady</b> <b>Stable</b>	Evasive Worrisome Careful Dependent Cautious Conventional Exacting Neat Systematic Diplomatic Accurate Tactful Open-Minded Balanced Judgment
<b>Conservative</b>			<b>Firm</b>
<b>Calculating</b> <b>Cooperative</b> <b>Hesitant</b> <b>Low-Keyed</b> <b>Unsure</b>			<b>Independent</b>
Undemanding Cautious Mild Agreeable Modest Peaceful Unobtrusive	Reflective Factual Calculating Skeptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical	Mobile Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense	Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details



## 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.*

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### "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Fast-paced speech
- Gives a strong first impression
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

- Speed up - omit some of the details
- Speak with confidence
- Flatter their ego
- Don't waste their time
- Stress Service - be fast and efficient
- Stress new products and service

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

- Not reacting quickly
- Speaking slowly and deliberately



## CUSTOMER SERVICE FLEXIBILITY

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### "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Friendly and talkative
- Impulsive
- Uses many hand gestures when speaking
- Gets emotional
- Imprecise about the use of time

Factors that will improve Service with this Style of Customer:

- Be more demonstrative with your facial gestures
- Be flexible with your time schedule....allow time for them to talk
- Let them know you enjoy their company
- Be prepared for them to be emotional
- Let them know you are interested in helping them

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

- Not sharing information freely
- Not displaying a sense of urgency



## CUSTOMER SERVICE FLEXIBILITY

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### "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Patient
- Easy going
- Uses an unemotional tone of voice
- Reserved
- Deliberate - methodical

Factors that will improve Service with this Style of Customer:

- Maintain a friendly environment
- Show a demonstrated need for urgency
- Present information in a systematic fashion
- If change is necessary, give many reasons and benefits
- Show sincere appreciation
- Stress security
- Assure them that many others are using your product/service

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

- Not demonstrating personal attention
- Being possessive of information



## CUSTOMER SERVICE FLEXIBILITY

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### "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Speaks slowly
- Asks questions about facts and data
- Deliberate in actions
- Uses few gestures
- Skeptical
- Suspicious

Factors that will improve Service with this Style of Customer:

- Be diplomatic and courteous
- Don't ask probing, personal questions
- Avoid criticism of their comments or choices
- Provide assurances of correct decisions
- Avoid sudden or abrupt changes
- Don't threaten them

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

- Sloppy work environment
- Overselling



## 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.*

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### 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.

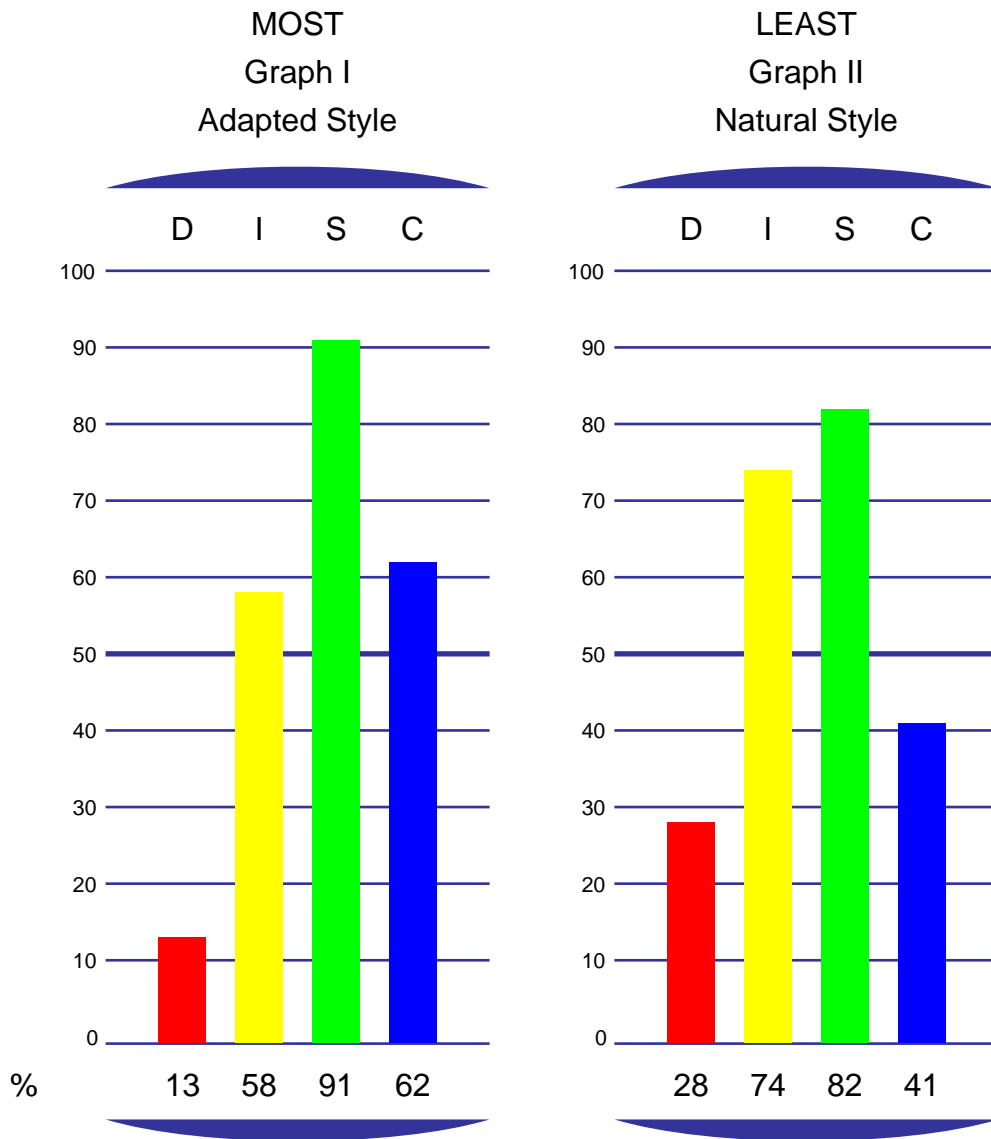






# STYLE INSIGHTS® GRAPHS

ABC Company  
8-23-2007



Norm 2003



## THE SUCCESS INSIGHTS® WHEEL

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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.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

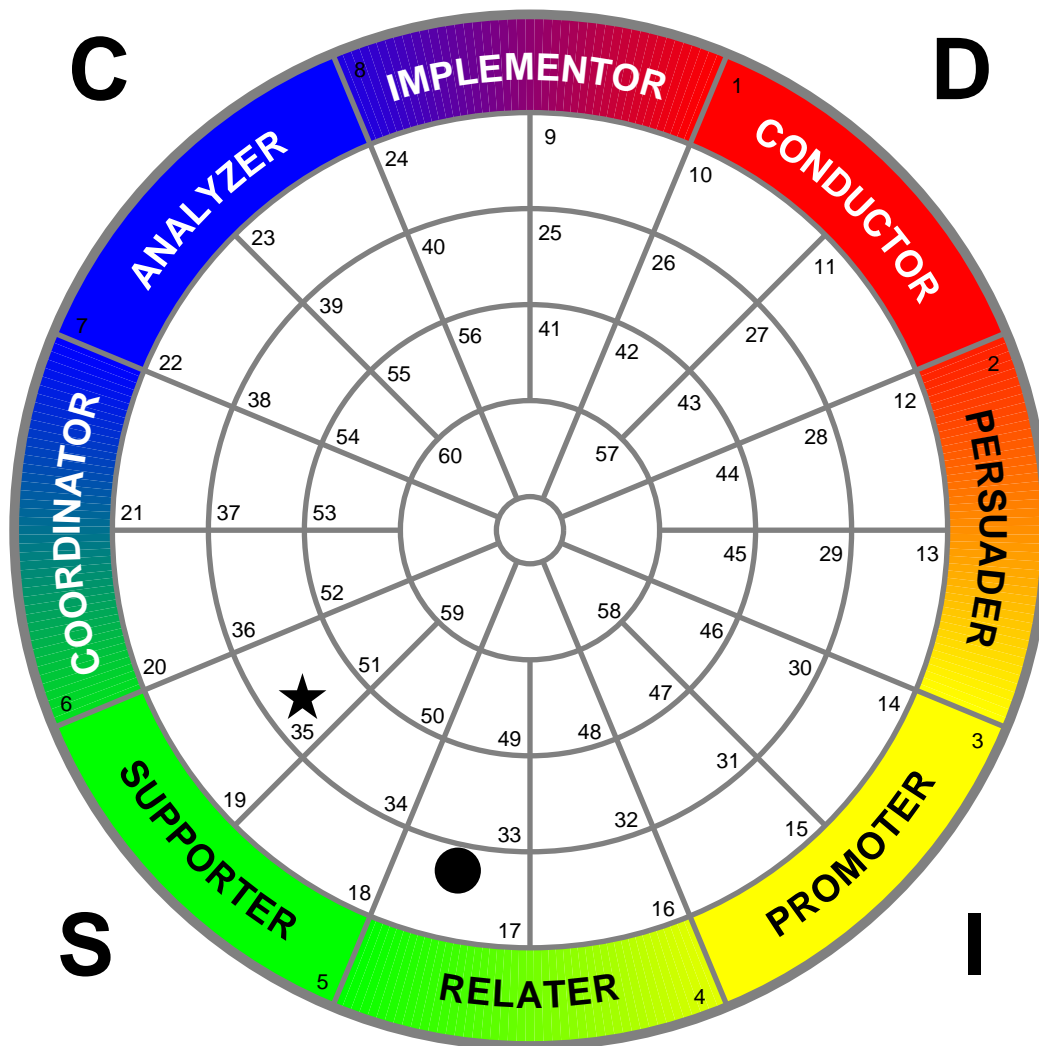
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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

ABC Company  
8-23-2007



Adapted: ★ (35) COORDINATING SUPPORTER (FLEXIBLE)  
Natural: ● (17) SUPPORTING RELATER  
Norm 2003