

## Customer Service is Not Just a Department - It is an Important Function of Every Employee

Poor customer service costs your company dearly. Worldwide, up to two-thirds of all customers leave due to poor customer service. Every customer service encounter has the potential to gain repeat business or drive it away.

That is why the people you select to interface with your customers are so important. When you hire employees using Profiles Customer Service Perspective™ you populate your organization with people who will increase customer satisfaction, reduce complaints, build customer loyalty, increase sales and make significant gains in profitability.

Fostering outstanding customer service is every employee's responsibility. The impression your employees create can make or break, not only the current sale, but future sales as well.

Profiles Customer Service Perspective™ assesses the attitudes and customer service proficiency of employees and job candidates. It gives you the critical information you need to hire individuals with good customer service skills, improve customer service training and increase awareness that every employee is part of the customer service team.

The Customer Service Perspective™ identifies behavioral characteristics and proficiencies that are essential to extraordinary customer service. It measures characteristics such as Trust, Tact, Empathy, Conscientiousness, Conformity, Focus, Courtesy and Flexibility as well as proficiencies in Vocabulary and Mathematics. It also measures alignment with your company's customer service policies and attitudes. With this information you can coach and train your people to deliver world-class customer service.

### Profiles Customer Service Perspective™ Produces Three Types of Reports:

#### The Customer Service Perspective™ Placement Report

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

#### The Customer Service Perspective™ Coaching Report

Identifies the areas where individualized training and coaching will effectively instill the customer service attitudes you want in all of your employees.

#### The Customer Service Perspective™ Individual Report

Helps employees increase their awareness of their customer service skills and those skills he or she needs to attain. It is a tool that helps employees improve and deliver the kind of customer service that contributes to the success of your business.

*"We recently used the Customer Service Perspective™ as a training tool to help our existing staff better understand their strengths and weaknesses. I found the Survey most helpful in identifying areas where members excel and in areas where they need additional training."*

*- Aimee Hathaway, Human Resources Manager*