TTI SUCCESS INSIGHTS®

Customer Service

Sally Service

Customer Service
Sample Company
7-11-2014

Provided By:

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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.

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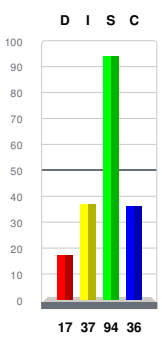
General Characteristics

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.

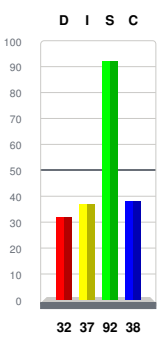
Sally likes to set her own pace. When others try to rush her, she feels threatened and may balk. At times she can be quite skeptical. Others may misinterpret this strength as a negative one, but she is only seeking needed data. She sometimes finds it difficult to relax until all the work is completed. Leisure time activities often include friends and family. She tends to build a close relationship with a relatively small group of associates. Sally is good at concentrating in order to listen and learn. She is not easily distracted by peripheral activity. She is family-oriented. She may go to great lengths to ensure the "happiness" of her personal or work family. She is a team player but can also exhibit a desire for independence. Outwardly, she may appear to be totally accepting of others. She may, however, have deep convictions that are not apparent to others. Once Sally has come to a decision, others may find it difficult to change her mind. If changes are inevitable, and she sees enough benefits, they will be made. She likes to win through persistence. She uses her strong, steady tendencies to accomplish her goals. She can be spontaneous and casual in familiar circumstances. The familiar atmosphere allows spontaneity when she is in her comfort zone. She doesn't resist change as much as she resists being changed. She needs to be an active participant in situations that will impact her work.

Sally often thinks over major decisions before acting. She tends to make decisions based on past experiences. She prefers the "tried and true." Once she makes a decision, she can be organized in carrying it out. When challenged she can become objective, searching hard for facts and figures. This may be her way of defending her decisions. Once she has arrived at a decision, she can be tough-minded and unbending. She has made her decision after gathering much data, and she probably won't want to repeat the process. She is good at analyzing situations that can be felt, touched, seen, heard, personally observed or experienced. Her motto is, "facts are facts." She may be reluctant to initiate new approaches to doing things. If she is shown the benefits, she will consider new procedures. She can be sensitive to the feelings of others and is able to display real empathy for those who are experiencing difficulties.

Adapted Style



Natural Style



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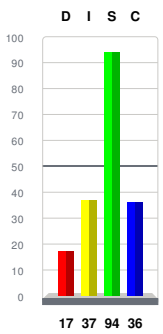
General Characteristics Continued

Sally is somewhat reserved with those she doesn't trust or know. After trust has been established, she may be open and candid. She usually is considerate, compassionate and accepting of others; however, on some occasions can become stubborn. Stubbornness surfaces when her ideals and beliefs are confronted. She is more motivated by logic than emotion. To her, logic represents tangible research. Sometimes she will withdraw from a verbal battle. If she feels strong about an issue, she may retreat to gather her resources and then return to take a stand! Sally can be outgoing at times. Basically introverted, she will "engage" in social conversation when the occasion warrants. Rarely does she display her emotions; that is, she projects a good poker face. Others may get the feeling that she is unfriendly, when in reality she is not. She may guard some information unless she is asked specific questions. She will not willingly share unless she is comfortable with the knowledge she possesses about the topic. She tends to be possessive of information; that is, she doesn't voluntarily share information with others outside of her team. This may be a blessing, or a curse, to her superiors.

Adapted Style



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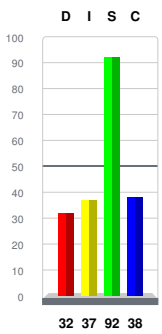

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Perceptions

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.

Self-Perception

You usually see yourself as being:

- Considerate
- Good-Natured
- Team player
- Thoughtful
- Dependable
- Good listener

Others' Perception - Moderate

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

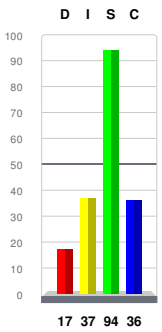
- Nondemonstrative
- Unconcerned
- Hesitant
- Inflexible

Others' Perception - Extreme

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

- Possessive
- Detached
- Stubborn
- Insensitive

Adapted Style



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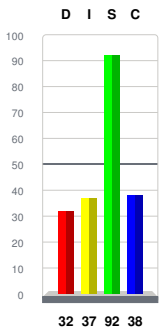

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Descriptors

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.

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

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

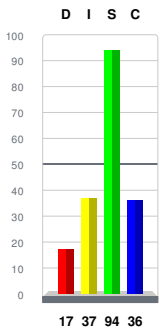
Factors that will improve Service with this Style of Customer:

- 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

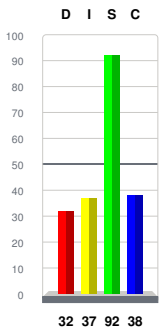
Factors that will create tension or dissatisfaction with this Style of Customer:

- Not reacting quickly
- Speaking slowly and deliberately

Adapted Style



Natural Style



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Customer Service Flexibility

"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

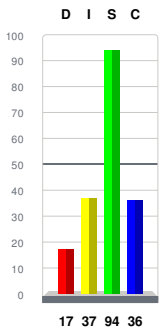
Factors that will improve Service with this Style of Customer:

- 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

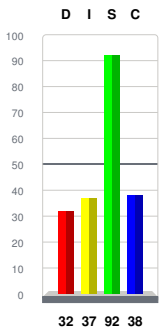
Factors that will create tension or dissatisfaction with this Style of Customer:

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

Adapted Style



Natural Style



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Customer Service Flexibility

"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

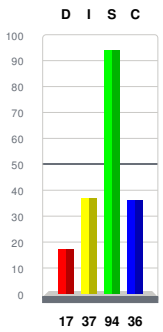
Factors that will improve Service with this Style of Customer:

- 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

Adapted Style



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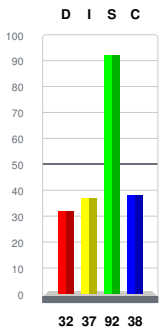

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Customer Service Flexibility

"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

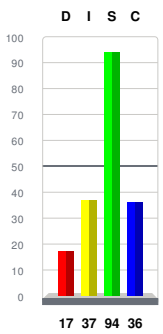
Factors that will improve Service with this Style of Customer:

- 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

Adapted Style



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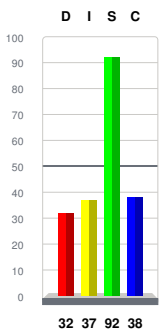

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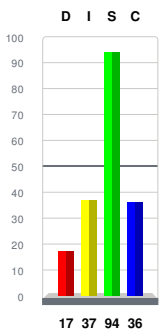
Situational Strategies

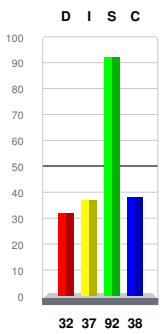
Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.

CUSTOMER	STRATEGY
Skeptical, Suspicious	Agree on minor points and expand. Be conservative in assertions.
Nervous, irritable, high strung	Use a quiet, tactful, soothing manner.
Pessimistic, grouchy, complaining	Listen patiently, ask questions to find out their real concerns.
Egotistical, opinionated, high hat	Flatter their ego. Concentrate on getting results.
Argumentative, blustering	Create response by challenging in a sincere manner.
Silent, secretive	Be more personal than usual to draw them out.

Adapted Style



Natural Style



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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 _____:

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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 _____:

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Style Insights® Graphs

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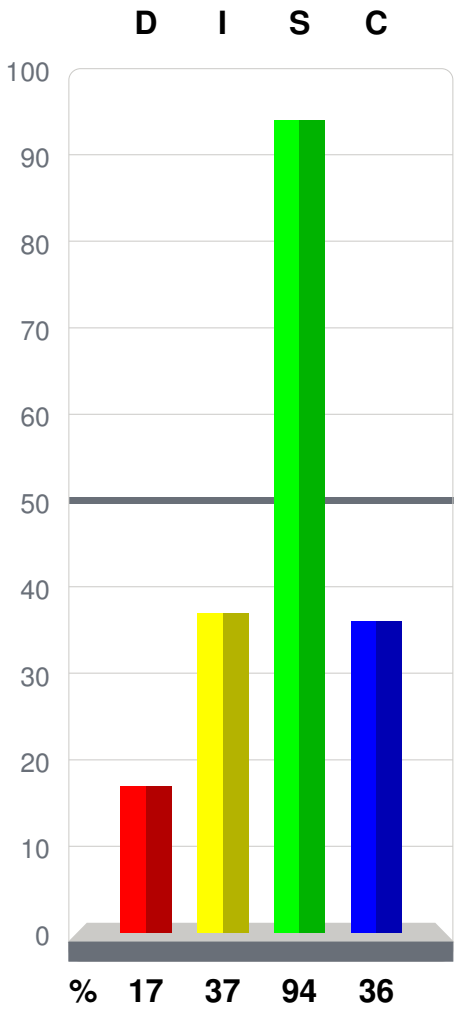
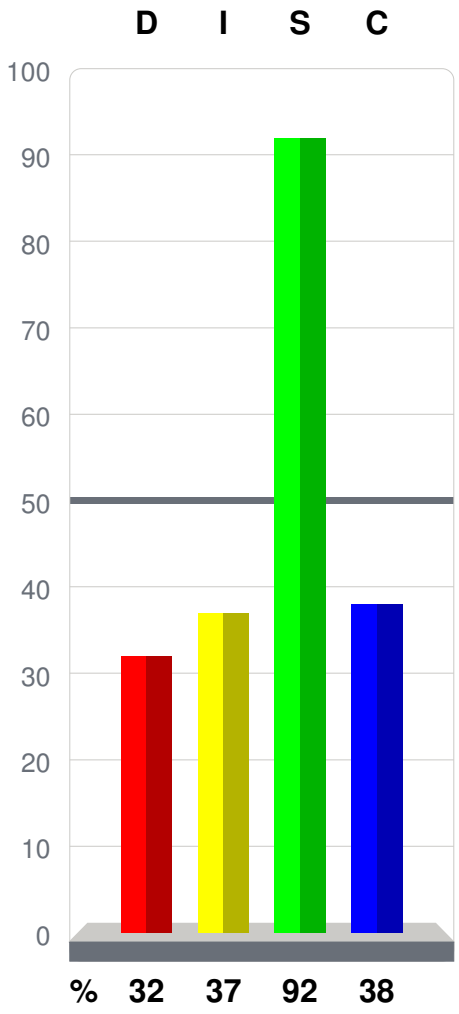
Adapted Style

Graph I



Natural Style

Graph II



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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.
- 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.

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The Success Insights® Wheel

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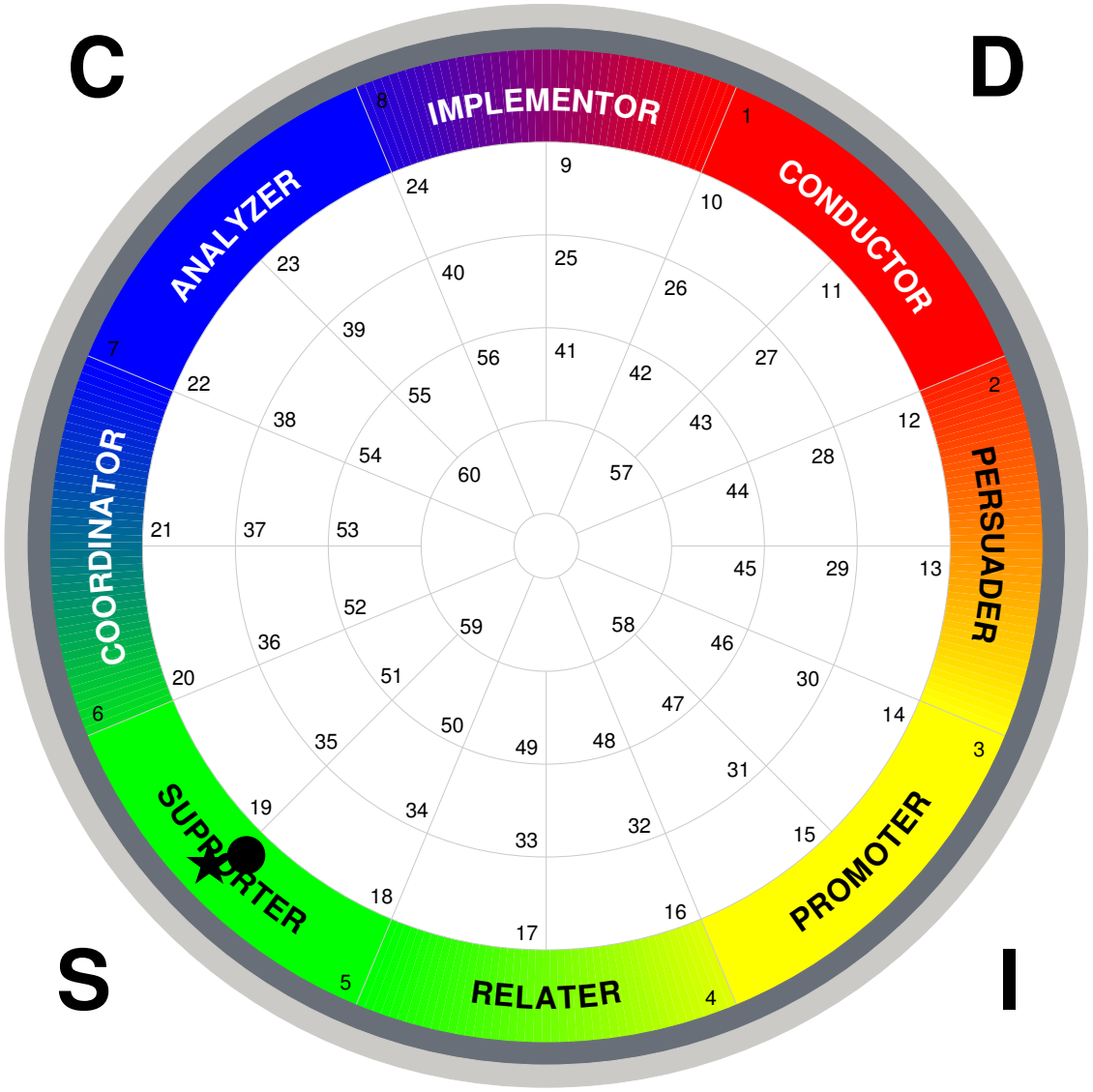

Adapted: ★ (5) SUPPORTER

Natural: ● (5) SUPPORTER

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