



SUCCESS INSIGHTS®
Customer Service Version

Andrew Sample

XYZ

7/9/2010



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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 organisation 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 behavioural style. This report was designed to quantify information on how you see your own behaviour in the workplace. That information may then be used for you to learn how others perceive your behaviour. This knowledge will assist you in formulating strategies in meeting customer needs.



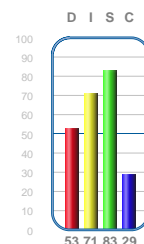
Based on your responses, the report has selected general statements to provide you with a broad understanding of your Customer Service Style. This section of the report identifies the natural customer service style you bring to the job.

Andrew is task-oriented; however, he can still maintain good working relationships with others as long as they share his concern for excellence. He likes to work behind the scene and be seen as someone who is organised and has his life in order. He prides himself on being incisive. He wants to get things done by proceeding with the facts that are at hand. He wants to be seen as a responsible person and will avoid behaviour that could be seen by others as irresponsible. To some people, Andrew may appear to be analytical. Once Andrew has started a project, he dislikes interruptions. He has a need to achieve in an environment in which the quality is controlled. He can become frustrated when put in a situation that is nothing more than a rambling discussion. Becoming acquainted with him can be difficult since he tends to withhold his emotions. He may appear to be cool and distant. Following procedures is his way of ensuring quality and orderly work. Andrew can be depended upon to follow set procedures of work activity. His aggressiveness is tempered by his sensitivity to quality work. This is a positive strength of Andrew's, and others appreciate this tendency. His motto for work may well be the coined phrase, "quality is job number one." Getting the project or job done right is important to him. If forced to choose between producing quality work or quantities of work, quality will be the winner. He judges others by the quality of their work. He has such high personal standards that he expects others to have the same dedication.

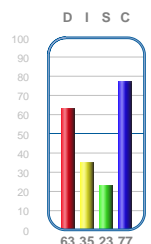
Andrew usually judges others by the quality of their work. He may find it difficult to recognise others' strengths, if their work does not meet his high standards. He follows company policy, if aware

NOTES

Adapted Style



Natural Style

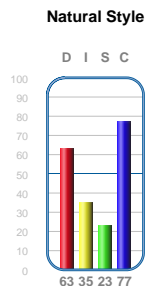
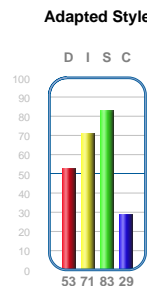




of it. He sees himself as factual, and "down-to-earth." He is more than casually interested in "theory." When confronted with a problem he will look for a method, a formula, a procedure or a system to solve it. He is good at analysing situations that can be felt, touched, seen, heard, personally observed or experienced. His motto is, "facts are facts." Andrew is a critical and systematic thinker, and this strength may not be easily recognised by others. He has an acute awareness of social, economic and political implications of his decisions. He likes to assemble facts and data before making decisions. This allows him time to review the facts and think about the decision to be made. He can be seen as a thinker whose intuitive talents can bring divergent ideas to the forefront.

Andrew's logical, methodical way of gathering data is demonstrated by his ability to ask the right questions at the right time. Because Andrew wants to be certain he is performing his work assignments correctly, he enjoys working for a manager who explains what is expected of him. He likes to ask questions to clarify the communications. He gathers data in order to be certain he is correct in his work, communications or decision making. He is intuitive and is able to ask good questions in order to get the critical, complete information he seeks. People who show up early or late for appointments may upset him, since his work plans are disrupted. Andrew makes an agenda and prefers that others not change it. He has a low trust level with strangers. This becomes apparent when he asks specific and perhaps blunt questions. 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. He can be outgoing at times. Basically introverted, he will engage in social conversation when the occasion warrants.

NOTES



A person's behaviour 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 behaviour. Understanding this section will empower you to project the image that will allow you to control the situation.

"See Yourself As Others See You"

NOTES

SELF-PERCEPTION

You usually see yourself as being:

Precise
Moderate
Knowledgeable

Thorough
Diplomatic
Analytical

OTHERS' PERCEPTION

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

Pessimistic
Worrisome

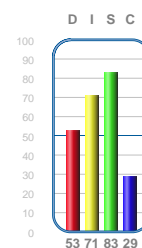
Picky
Fussy

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

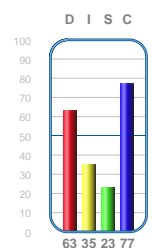
Perfectionistic
Strict

Hard-to-Please
Defensive

Adapted Style



Natural Style



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



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
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

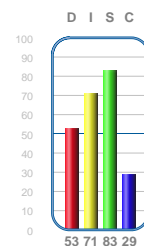
- Speed up your rate of speaking
- Recognise that they are risk-takers
- Do not let them dominate you
- Flatter their ego
- Be efficient
- Give direct answers
- Be positive
- Stress how your product/service will save time

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

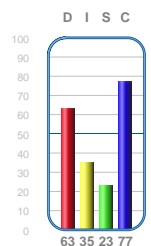
- Being indecisive
- Explaining too many details

NOTES

Adapted Style



Natural Style





"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

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

Factors that will improve Service with this Style of Customer:

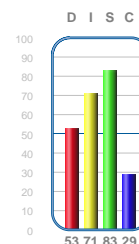
- Smile and talk more than you usually do
- Give fewer details than you normally would
- Exhibit more confidence than you really feel
- Use more gestures and active body language
- Do not ask many personal questions
- Do not worry about presenting all the data you have to this customer

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

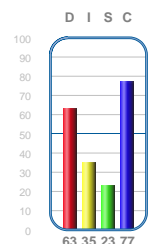
- Your attention to details
- Your "follow the book" approach

NOTES

Adapted Style



Natural Style





"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

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

Factors that will improve Service with this Style of Customer:

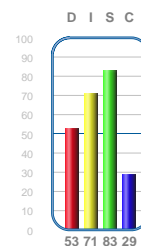
- Be patient and sincere
- Maintain a friendly environment
- Present information in a systematic fashion
- Give many reasons if any changes have to be made
- Show them you are as dependable as they are
- Help them establish priorities, and a sense of urgency, if needed
- Stress quality and reliability of your organisation

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

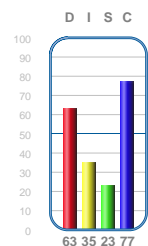
- Strong adherence to company rules
- Appearing to be cool and distant

NOTES

Adapted Style



Natural Style





"Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Speaks slowly
- Asks questions about facts and data
- Is very deliberate
- Uses few gestures
- Sceptical
- Suspicious

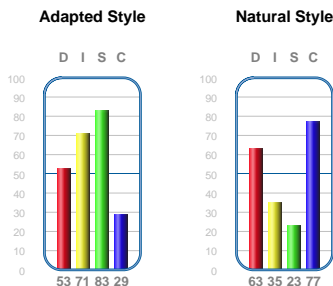
Factors that will improve Service with this Style of Customer:

- Be diplomatic and courteous
- Avoid criticism of their work
- Give assurances of correct decisions
- Do not ask many personal questions
- Avoid sudden, abrupt changes

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

- Desire to be more correct than others
- Slow response time to their needs

NOTES





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

NOTES

Sceptical, 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.

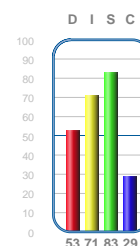
Argumentative, blustering

Create response by challenging in a sincere manner.

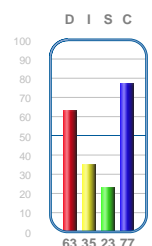
Silent, secretive

Be more personal than usual to draw them out.

Adapted Style



Natural Style





Customers I have the most difficult time relating to could be described as:

- 1.
- 2.
- 3.
- 4.

To improve my Customer Service with them, I need to work on the following:

- 1.
- 2.
- 3.
- 4.

Other Customers who cause me discomfort are:

- 1.
- 2.
- 3.
- 4.

To improve my Customer Service with them, I need to work on the following:

- 1.
- 2.
- 3.
- 4.

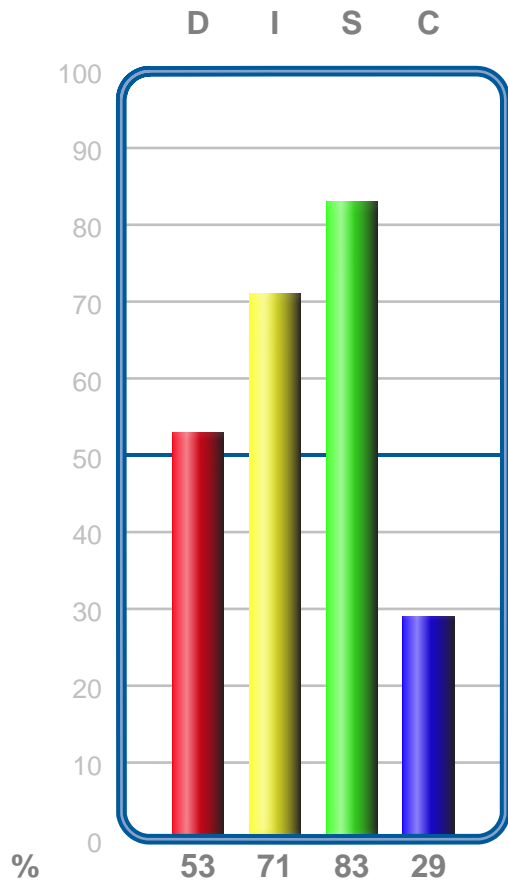
Date _____ Signature _____

Andrew Sample

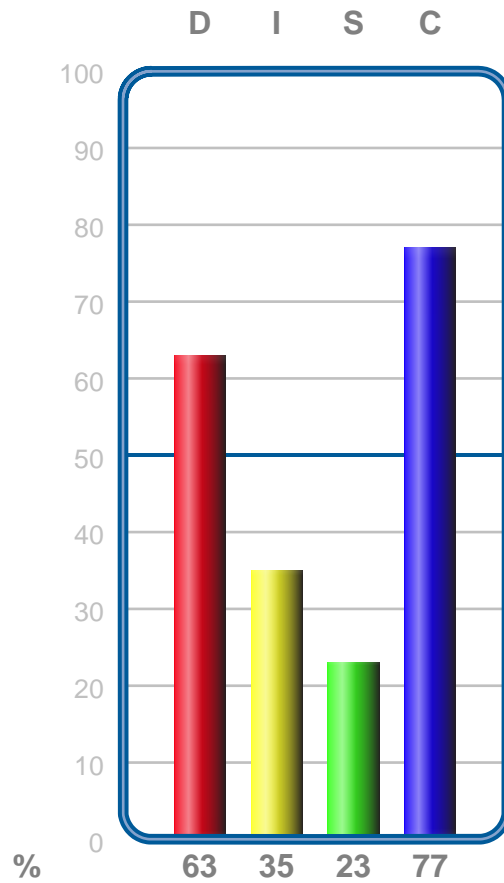
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MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2009



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

- View your natural behavioural style (circle).
- View your adapted behavioural style (star).
- Note the degree you are adapting your behaviour.
- If you filled out the Work Environment Analysis, view the relationship of your behaviour 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 behaviour. The further the two plotting points are from each other, the more you are adapting your behaviour.

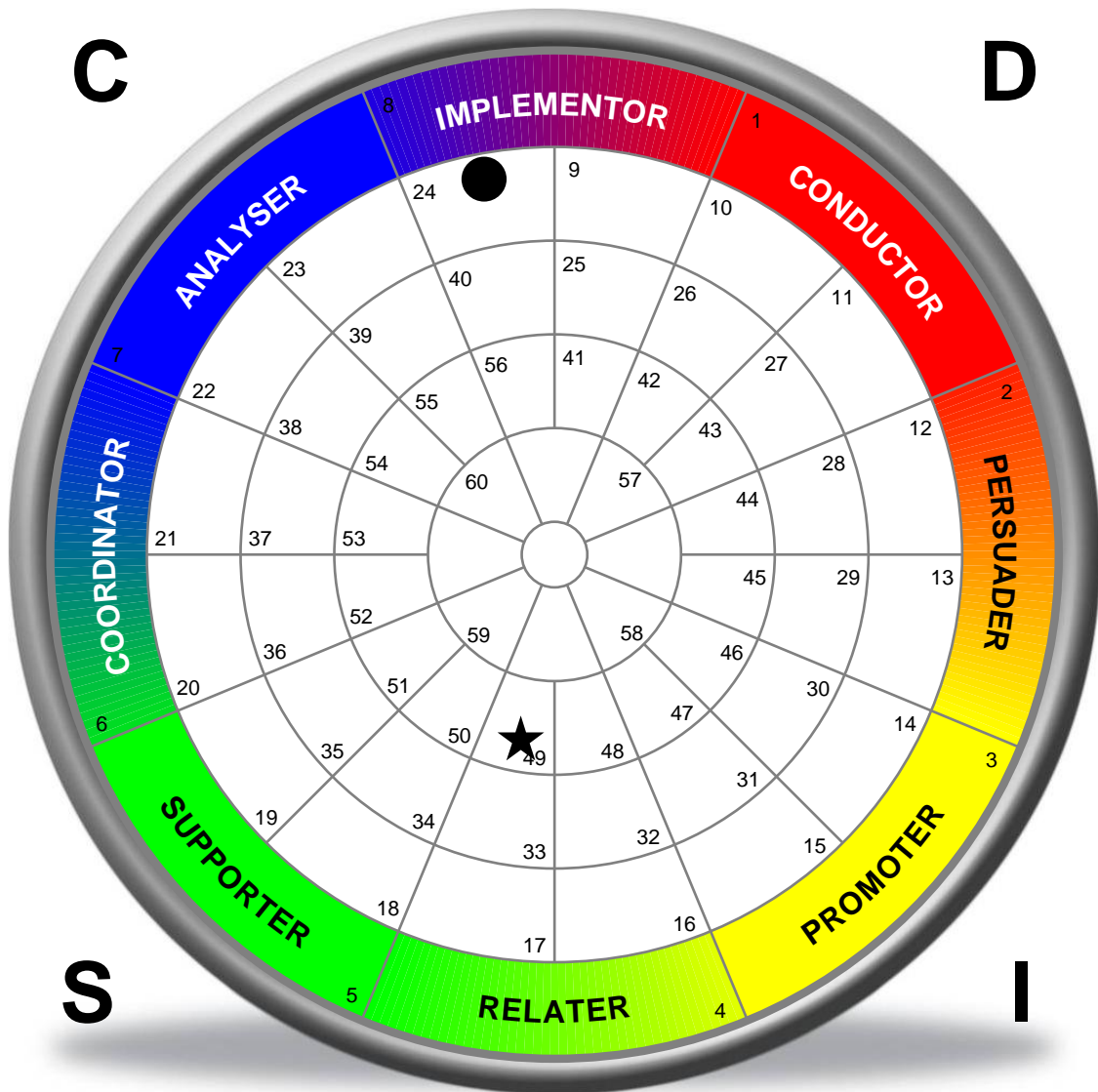
If you are part of a group or team who also took the behavioural assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able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



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Adapted: ★ (49) SUPPORTING RELATER (ACROSS)

Natural: ● (24) ANALYSING IMPLEMENTOR

Norm 2009