



TTI  
SUCCESS  
INSIGHTS®

## Customer Service

Cathy Sample  
Customer Service  
ABC Management  
5-17-2016



# 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.



# 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.*

Cathy is optimistic and usually has a positive sense of humor. She wants to be seen as her own person, but usually projects it in friendly terms. Her goal is to have and make many friends. At work, she is good at maintaining friendly public relations. She may tend to agree to avoid confrontation. Cathy is most likely to be at her best in situations where important things, such as values, judgments, feelings and emotions are involved. She prides herself on her "intuition." She is good at creating enthusiasm in others. She is approachable, affectionate and understanding. She likes quality social relationships. She often will become friends with her customers or clients. Cathy likes public recognition for her achievements. One of her motivating factors is recognition and "strokes." She tries to influence others through a personal relationship and many times will perform services to develop this relationship. She places her focus on people. To her, strangers are just friends she hasn't met! She prefers working for a participative manager. She does her best work in this kind of environment.

Cathy likes working for managers who make quick decisions. She is good at solving problems that deal with people. Because of her trust and willing acceptance of people, she may misjudge the abilities of others. She likes to participate in decision making. Cathy is good at giving verbal and nonverbal feedback that serves to encourage people to be open, to trust her and to see her as receptive and helpful. When she has strong feelings about a particular problem, you should expect to hear these feelings, and they will probably be expressed in an emotional manner. She prefers not disciplining people. She may sidestep direct disciplinary action because she wants to maintain the friendly relationship.




---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

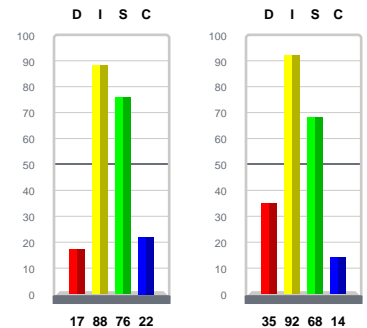
---

---

---

---

Adapted Style      Natural Style





## General Characteristics Continued

Cathy has the ability to sense what people want to hear. She then tends to tell people what she thinks they want to hear. She tends to influence people to her way of thinking by using verbiage as compared with others who like to use reports. She is comfortable with most people and can be quite informal and relaxed with them. Even when dealing with strangers, Cathy will attempt to put them at ease. She is both a good talker and a good listener. Cathy has the ability to look at the whole problem; for example, thinking about relationships, being concerned about the feelings of others and focusing on the real impact of her decisions and actions. She will optimistically interact with people in an assured, diplomatic and poised manner. She is people-oriented and verbally fluent. She tends to mask some of her directness in friendly terms and is usually recognized as a friendly and trusting person.



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

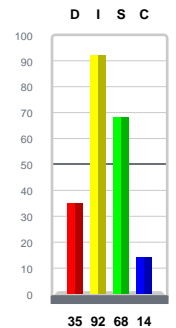
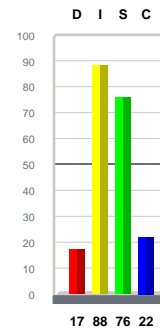
---

---

---

Adapted Style

Natural Style





# 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:*

- Enthusiastic
- Outgoing
- Charming
- Inspiring
- Persuasive
- Optimistic

### Others' Perception - Moderate

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

- Self-Promoting
- Glib
- Overly Optimistic
- Unrealistic

### Others' Perception - Extreme

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

- Overly Confident
- Talkative
- Poor Listener
- Self-Promoter




---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

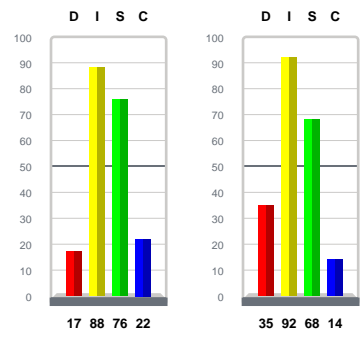
---

---

---

---

Adapted Style      Natural Style





# 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
<b>Dominance</b>	<b>Influencing</b>	<b>Steadiness</b>	<b>Compliance</b>
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
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

- Hit the high points of conversation
- Give them the "bottom line"
- Don't waste their time
- Stress Service - fast and efficient
- Stress new products and service
- Flatter their ego

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

- Talking about things that are not relevant to the issue
- Appearing disorganized
- Over use of gestures and emotion




---

---

---

---

---

---

---

---

---

---

---

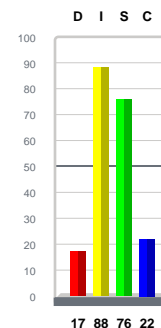
---

---

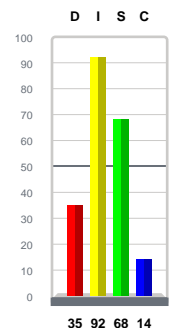
---

---

Adapted Style



Natural Style





# 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 while speaking
- Shows much emotion
- Imprecise about the use of time

Factors that will improve Service with this Style of Customer:

- Use emotion
- Use their words to accomplish objective
- Provide friendly environment
- Don't dwell on details
- Use flattery
- Use testimonials of experts
- Provide chance for them to verbalize

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

- Controlling the conversation
- Talking about yourself

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

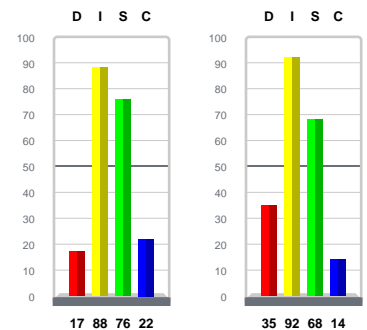
---

---

---

---

Adapted Style      Natural Style







# Customer Service Flexibility

## "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Patient
- Easy going
- Unemotional voice
- Reserved
- Deliberate - methodical

---

---

---

Factors that will improve Service with this Style of Customer:

- Slow down - explain details
- Be patient
- Control body language
- Speak with sincere tone of voice
- Listen patiently
- Present in a logical order

---

---

---

---

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

- Being overly optimistic
- Talking too much and not listening

---

---

---

---

---

---

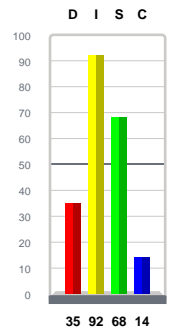
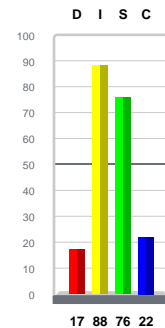
---

---

---

Adapted Style

Natural Style







# 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.

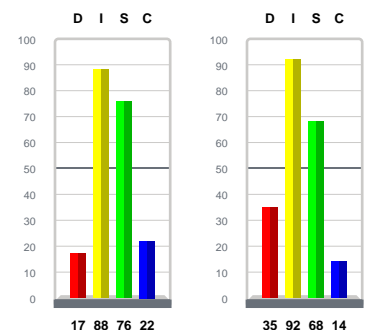
## CUSTOMER

## 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





# 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 \_\_\_\_\_:

---

---

---

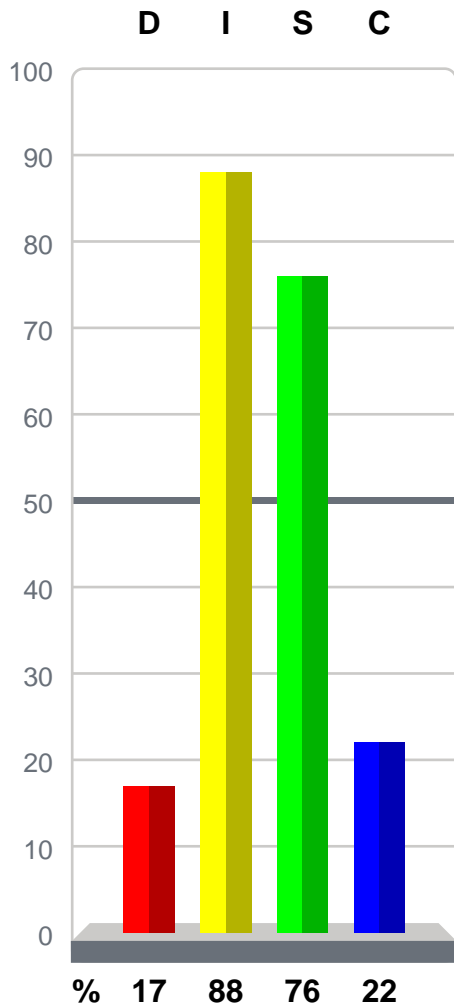


# Style Insights® Graphs

5-17-2016

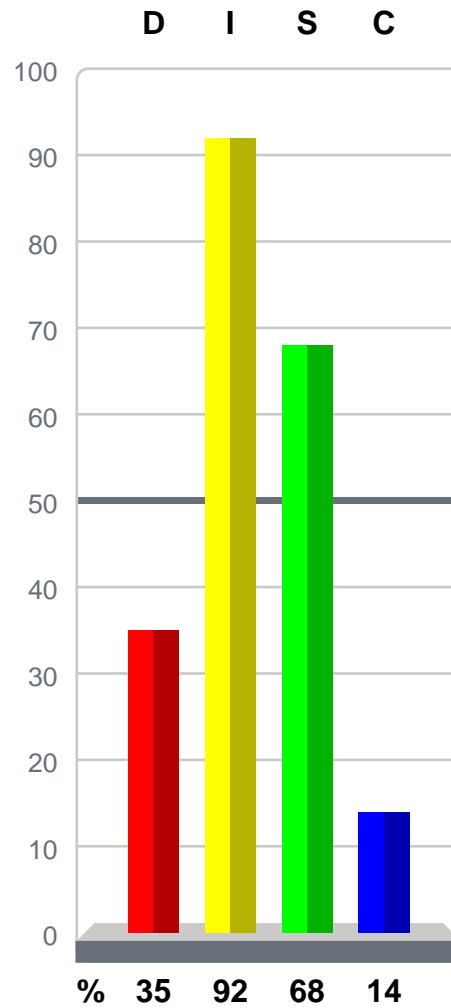
Adapted Style

Graph I



Natural Style

Graph II



Norm 2015 R4



## 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.

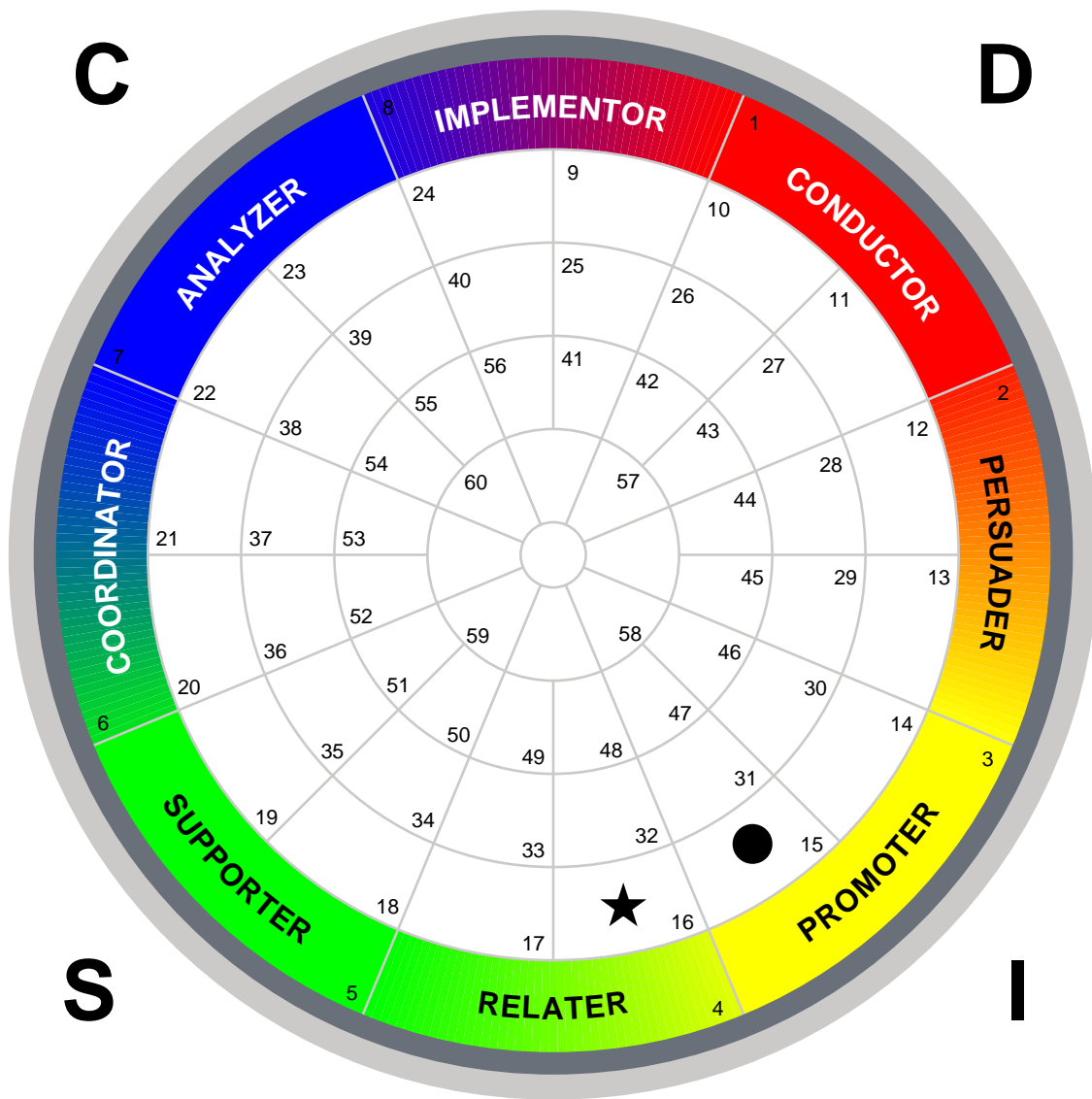
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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.



# The Success Insights® Wheel

5-17-2016



Adapted: ★ (16) PROMOTING RELATER  
 Natural: ● (15) RELATING PROMOTER

Norm 2015 R4