



TTI  
SUCCESS  
INSIGHTS®

## Customer Service

Cathy Sample  
Customer Service Manager  
ABC Management  
6-30-2017

SAMPLE





## 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 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 likes feedback from her manager on how she is doing. She likes quality social relationships. She often will become friends with her customers or clients. She can be seen as a person of good will. Cathy tries to influence others through a personal relationship and many times will perform services to develop this relationship. She can be friendly with others in many situations, but primarily with groups of established friends and associates. She is sociable and enjoys the uniqueness of each human being. She is enthusiastic and usually slow to anger. She likes to develop people and build organizations. Cathy is gregarious and sociable. She will be seen as a good mixer both on or off the job. She places her focus on people. To her, strangers are just friends she hasn't met! She may tend to agree to avoid confrontation. She likes public recognition for her achievements. One of her motivating factors is recognition and "strokes."

Cathy is good at solving problems that deal with people. 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 likes to participate in decision making. She prefers not disciplining people. She may sidestep direct disciplinary action because she wants to maintain the friendly relationship. 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. She likes working for managers who make quick decisions. Because of her trust and willing acceptance of people, she may misjudge the abilities of others.

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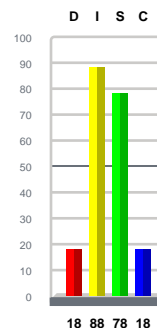
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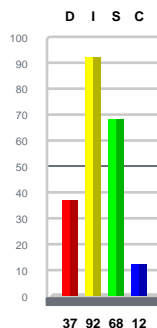
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Adapted Style



Natural Style





# General Characteristics Continued

Cathy is good at negotiating conflict between others. Cathy feels that "if everyone would just talk it out, everything would be okay!" She is positive in her approach to dealing with others. She may not understand why everyone doesn't see life as she does! She judges others by their verbal skills and warmth. She is people-oriented and verbally fluent. Cathy usually uses many gestures when talking. She 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 is both a good talker and a good listener. She may use her time imprecisely because she likes to talk to people.

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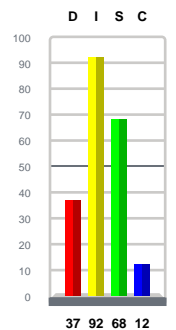
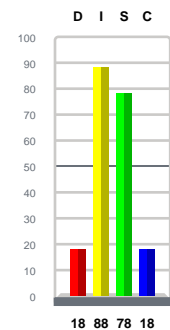
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Adapted Style      Natural Style





# 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

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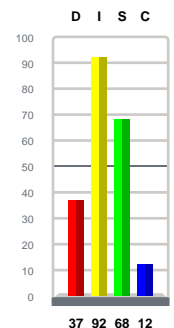
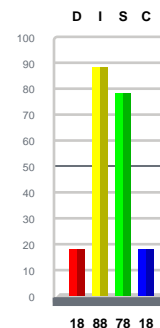
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Adapted Style

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

## "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

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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

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

- Controlling the conversation
- Talking about yourself

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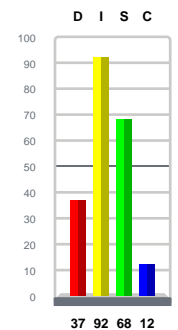
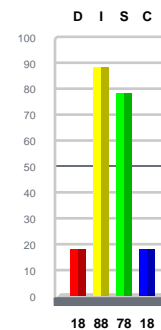
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Adapted Style

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

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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

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

- Being overly optimistic
- Talking too much and not listening

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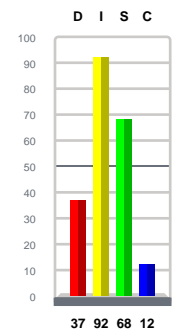
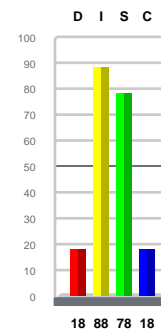
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Adapted Style

Natural Style





# 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
- Deliberates
- Uses few gestures
- Skeptical
- Suspicious

Factors that will improve Service with this Style of Customer:

- Slow down and LISTEN
- Explain details
- Use restrained body language
- Give full details
- Be patient
- Control emotions - speak sincerely
- Restrain your enthusiasm
- If possible, sit down to talk

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

- Being overly optimistic
- Inability to prove what you say

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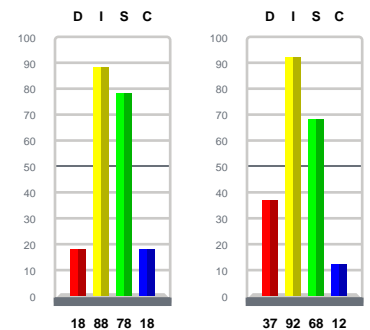
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Adapted Style      Natural Style





# 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

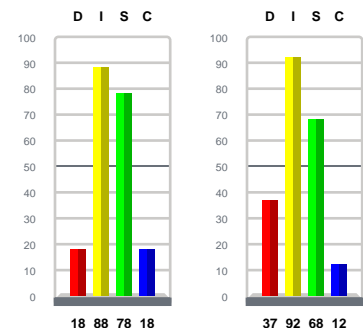
## STRATEGY

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.

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Adapted Style

Natural Style





# Action Plan

## Professional Development

1. I learned the following behaviors contribute positively to increasing my professional effectiveness: (list 1-3)

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2. My report uncovered the following behaviors I need to modify or adjust to make me more effective in my career: (list 1-3)

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3. When I make changes to these behaviors, they will have the following impact on my career:

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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)

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2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

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3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:

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4. I will make the following changes to my behavior, and I will implement them by \_\_\_\_\_:

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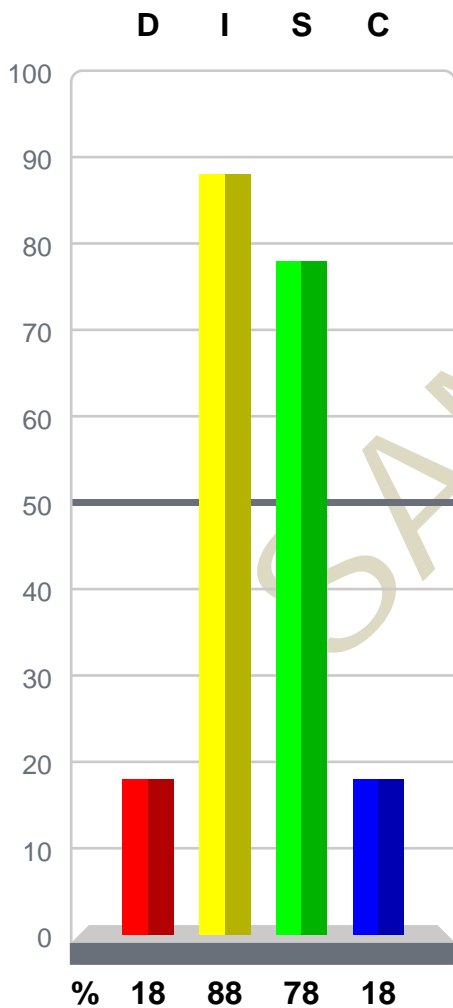


# Style Insights® Graphs

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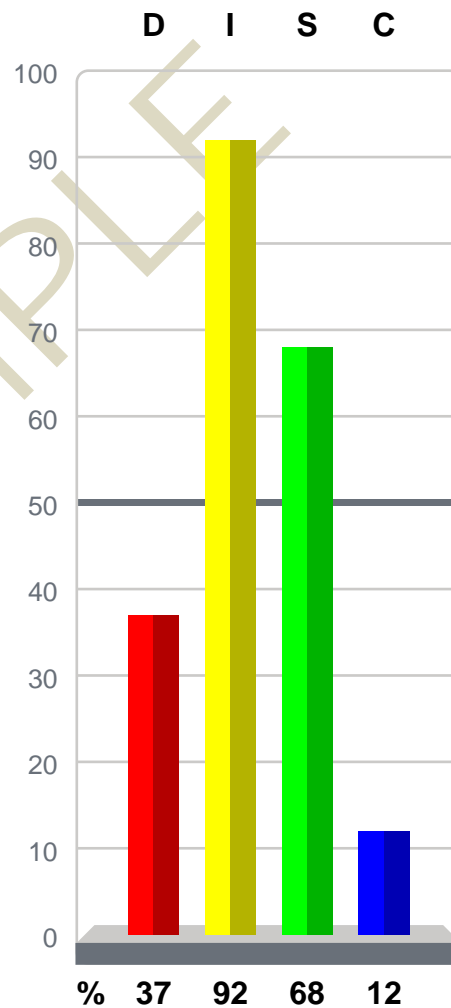
Adapted Style

Graph I



Natural Style

Graph II



Norm 2017 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.

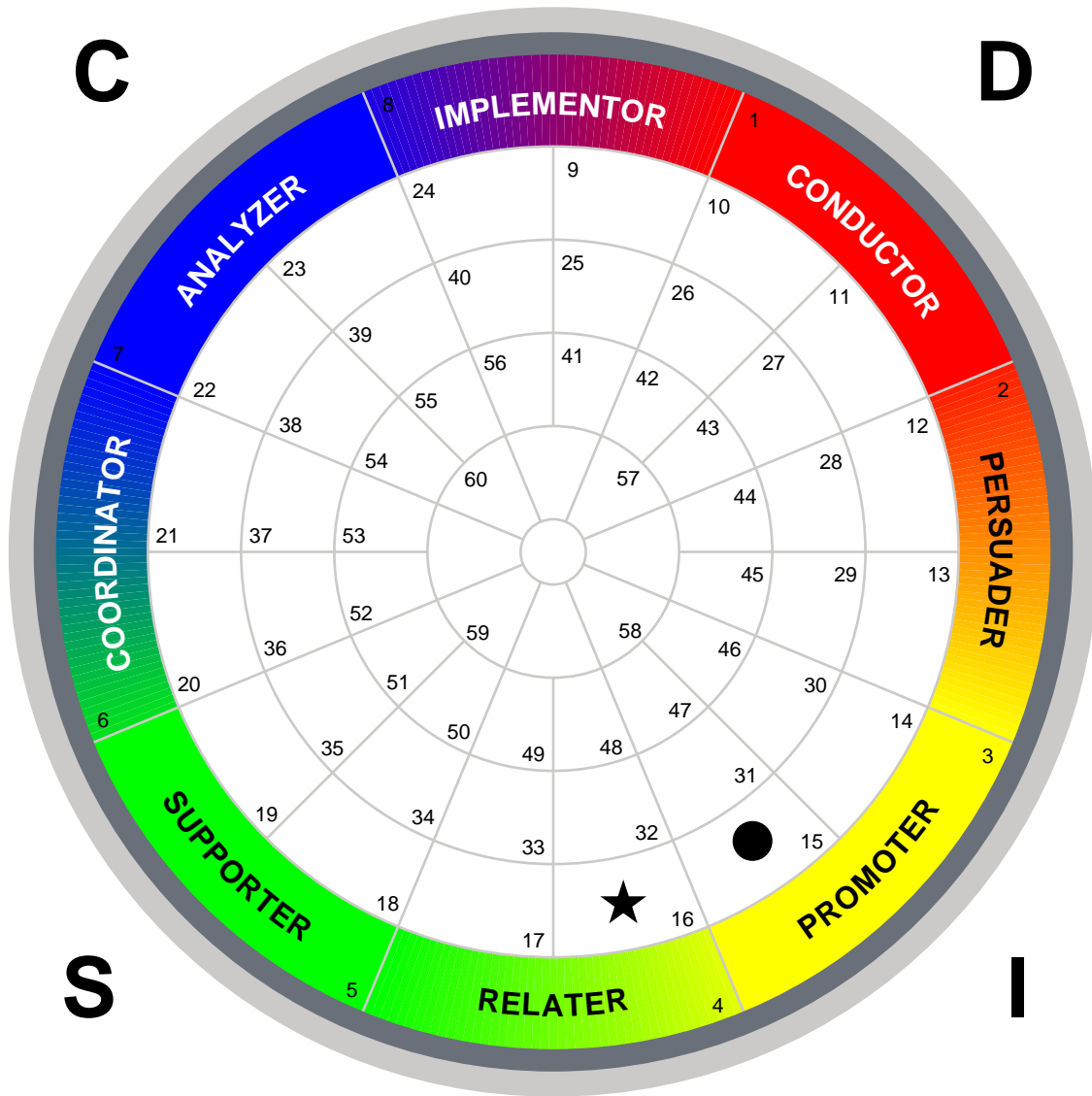
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able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

SAMPLE



# The Success Insights® Wheel

6-30-2017



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

Norm 2017 R4