



Report designed for

ABC Company

CONFIDENTIAL

Customer Service Profile™

Customer Service Alignment

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imagine great people®

Introduction

The **Customer Service Perspective** is your organization's point of view on **50 different customer service considerations**. This report views those ideas from two directions. First it compares your perspective with that of other companies in your industry.

Second, it displays the percentage of this current group of candidates who do not agree with your organization's service perspective. This percentage is shown to the right of each item.

When your candidates' answers differ from your Service Perspective, a few things can be learned:

1. They really don't have the kind of service perspective that you would like to see in your organization.
2. There might be a substantial training need if a high percentage of your group sees your perspective differently than your organization's perspective.
3. You might want your managers to discuss these differences within their departments to see whether there is a legitimate reason or not to change your Service Perspective.

The left column shows the answers typical for other companies. Where your answers differ from these, both answers are highlighted for your convenience.

The standards that were set for your organization are shown below in the right column.

% of selected group NOT in agreement with your company's perspective.

1	Yes	Yes	All of a customer's concerns are important; never dissuade them from asking questions.	
2	Yes	Yes	All customers should be treated the same; no customer is more important than any other.	
3	Yes	Yes	Certain technical questions should be referred to an internal expert or supervisor.	
4	No	No	Customers don't care how many people they have to talk to as long as they get the answers they need.	70%
5	No	No	Customers don't care whether I refer to them by name, as long as they receive good service.	50%

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% of selected group NOT in agreement with your company's perspective.

6	Yes	Yes	Customers don't like to be asked a lot of questions.	
7	Yes	Yes	Customers expect me to be friendly no matter how busy I am.	
8	Yes	Yes	Customers should be just as comfortable dealing with me as with any of my co-workers.	
9	Yes	Yes	Customers should expect more attention and better service as they continue to do business with me.	
10	Yes	Yes	Developing rapport with a customer is a good way to hear what else they may need.	
11	Yes	Yes	I should follow up with customers to see that they are satisfied with the service I gave them.	
12	Yes	Yes	I can't solve all of a customer's problems; some concerns have to be referred to others or left alone.	
13	Yes	Yes	If a customer wants to chat, I should let them.	
14	Yes	Yes	If I hear a customer speaking badly about our business, I should defend the company.	
15	No	No	If our product is high quality, customers will come back even if my service is below average.	90%
16	No	No	In order to keep customers happy, I may need to say something that isn't entirely true.	100%
17	No	No	It is better to serve as many customers as possible than to spend extra time with each individual customer.	30%
18	No	No	I should wait until several people complain about a problem before trying to correct its cause.	80%
19	Yes	Yes	I should make decisions promptly when talking to a customer, rather than going to my manager for advice.	
20	No	No	I should give customers what they ask for even if I don't think it will be right for them in the long run.	50%
21	Yes	Yes	It is important to track how long I spend with each customer to help decrease wasted time.	
22	No	No	It is more important to attract new customers than to maintain the ones we currently have.	70%

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% of selected group NOT in agreement with your company's perspective.

23	Yes	Yes	It is often possible to satisfy a customer by explaining why he or she is wrong.	
24	Yes	Yes	It is often useful to ask a question or two before letting the customer go; sometimes they have another need to fulfill.	
25	No	No	It is the duty of the customer to have all information ready when they contact us; we don't have enough time to walk them through the basics.	100%
26	No	No	It isn't necessary to suggest complementary services or products; customers know what they want when they contact us.	40%
27	Yes	Yes	It's a good feeling when I can help a customer by realizing something else they need.	
28	Yes	Yes	Length of customer contact time is less important than doing what is required to satisfy them.	
29	No	No	Departmental policies are less important than what I think is best for the customer.	70%
30	No	No	My job is to fulfill the customer's request, even if I don't understand it; I shouldn't waste their time asking questions.	80%
31	No	No	I should never give a customer any reason to think that I don't know something about my job.	20%
32	Yes	Yes	Once I have a customer's requests fulfilled, I immediately help the next customer waiting.	
33	Yes	Yes	One of the ways I should offer great service is to help in ways customers did not request.	
34	No	No	Resolving customers' concerns should start and stop with me.	90%
35	Yes	Yes	Service is enhanced when I have complete authority to act on the customer's behalf.	
36	No	No	Serving customers quickly should be the most important thing to do.	80%
37	Yes	Yes	Some customers simply cannot be satisfied.	
38	Yes	Yes	Sometimes disagreeing with a customer will lead to better results for all concerned.	

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% of selected group NOT in agreement with your company's perspective.

39	No	No	Sometimes I hesitate to let customers know about other products and services since their time is valuable and shouldn't be wasted.	60%
40	Yes	Yes	The more I know about our products and services, the more my customers will trust me.	
41	Yes	Yes	There are times when I should have a supervisor speak to the customer.	
42	No	No	Using a supervisor to help with a difficult customer is a sign of weakness.	70%
43	No	No	When a customer asks to speak to the supervisor, the customer relationship can't be salvaged.	40%
44	No	No	When a customer tells me that I am wrong, I should defend my opinion.	70%
45	No	No	When calling my supervisor for help, I don't need to let the customer know what's going on.	100%
46	Yes	Yes	If a conversation with a customer is going too long, I should find the most expedient way to break free; others need my attention too.	
47	Yes	Yes	If my supervisor helps me with a customer, I should discuss how the customer was handled so I can learn from the situation.	
48	Yes	Yes	Once their initial request is handled, I should ask the customer if there's anything else I can do.	
49	No	No	With customers who can't be satisfied by my service, there's no point in finding someone else to address their needs.	80%
50	Yes	Yes	Solving a customer's problem in a professional manner should be more important than sympathizing with their personal situation.	90%