



TTI Success Insights®
Customer Service Version



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5-4-2010



Bringing Awareness
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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.

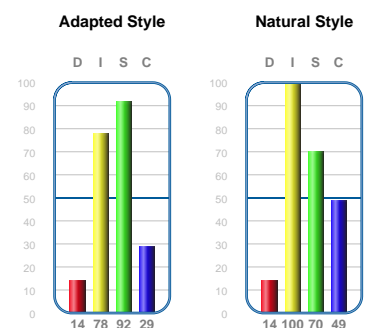
The ability to interact effectively with customers may be the critical difference between success or failure in our work life. Effective customer service begins with an accurate perception of our own work behavioral style. This report was designed to quantify information on how you see your own behavior 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.



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.

Alice 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." Her goal is to have and make many friends. At work, she is good at maintaining friendly public relations. She tends to trust people and may be taken advantage of because of her high trust level. She likes feedback from her manager on how she is doing. Alice is approachable, affectionate and understanding. She likes public recognition for her achievements. One of her motivating factors is recognition and "strokes." She seeks popularity and social recognition. She likes to deal with people in a favorable social environment. She places her focus on people. To her, strangers are just friends she hasn't met! Alice likes quality social relationships. She often will become friends with her customers or clients. She, as a manager, supervisor or group leader can use her people skills to build group involvement and increase participation from the group. She believes in getting results through other people. She prefers the "team approach." She is gregarious and sociable. She will be seen as a good mixer both on or off the job.

Alice 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. Because of her trust and willing acceptance of people, she may misjudge the abilities of others. She prefers not disciplining people. She may sidestep direct disciplinary action because she wants to maintain the friendly relationship. Alice will not be overlooked nor uninvolved. She will consistently try to inspire

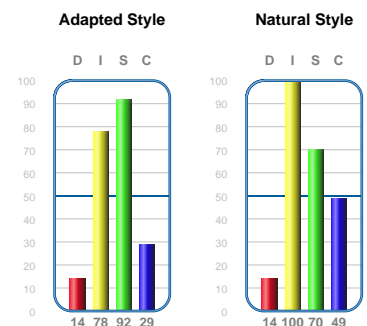




GENERAL CHARACTERISTICS

people to her point of view. She 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. She likes to participate in decision making.

Alice is both a good talker and a good listener. She has the ability to sense what people want to hear. She then tends to tell people what she thinks they want to hear. It is important for Alice to use her people skills to "facilitate" agreement between people. She tends to look at all the things the group has in common, rather than key in on the differences. She is optimistic about her ability to influence people to her way of thinking. Alice may use her time imprecisely because she likes to talk to people. She will optimistically interact with people in an assured, diplomatic and poised manner. She is people-oriented and verbally fluent. She has a tendency, which she regards as an ability, to talk smoothly, readily and at length.





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.

"See Yourself As Others See You"

SELF-PERCEPTION

You usually see yourself as being:

Enthusiastic
Charming
Persuasive

Outgoing
Inspiring
Optimistic

OTHERS' PERCEPTION

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

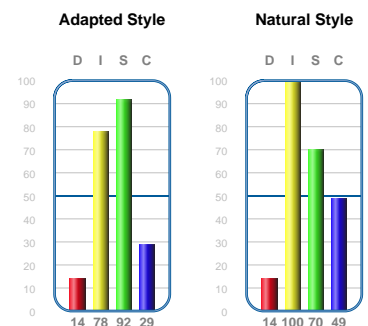
Self-Promoting
Overly Optimistic

Glib
Unrealistic

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

Overly Confident
Poor Listener

Talkative
Self-Promoter





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 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	Reflective Factual Calculating Skeptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical	Mobile Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense	Firm Independent Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details
Modest Peaceful Unobtrusive			



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:

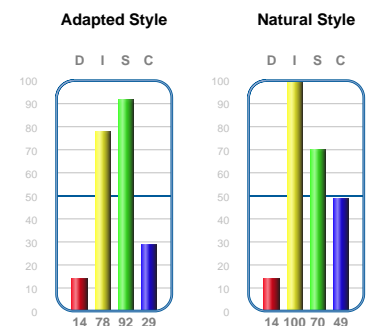
- Fast-paced speech
- Comes on strong
- Impatient
- Direct
- Tries to control the situation

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





CUSTOMER SERVICE FLEXIBILITY

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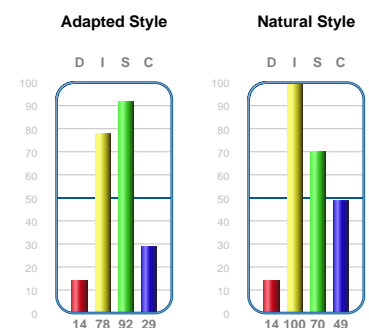
- Friendly and talkative
- Impulsive
- Uses many hand gestures while speaking
- Shows much emotion
- Imprecise about the use of time

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





CUSTOMER SERVICE FLEXIBILITY

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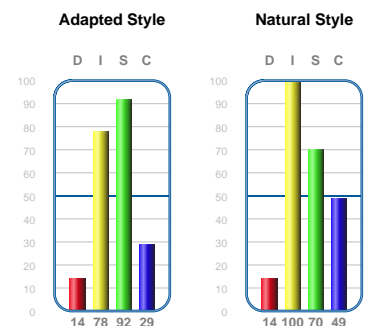
- Patient
- Easy going
- Unemotional voice
- Reserved
- Deliberate - methodical

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





CUSTOMER SERVICE FLEXIBILITY

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When interacting with a customer who has the following characteristics:

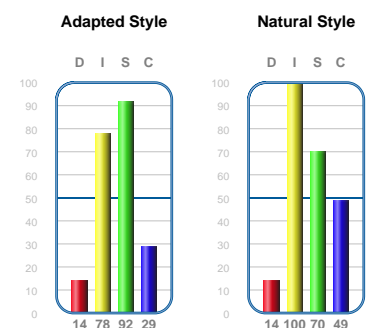
- Speaks slowly
- Asks questions about facts and data
- Deliberates
- Uses few gestures
- Skeptical
- Suspicious

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





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.

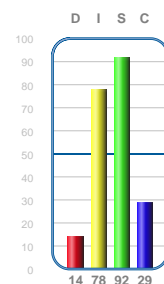
Argumentative, blustering

Create response by challenging in a sincere manner.

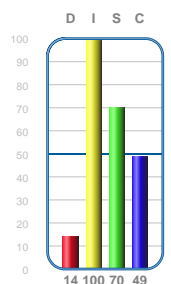
Silent, secretive

Be more personal than usual to draw them out.

Adapted Style



Natural Style





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MOST

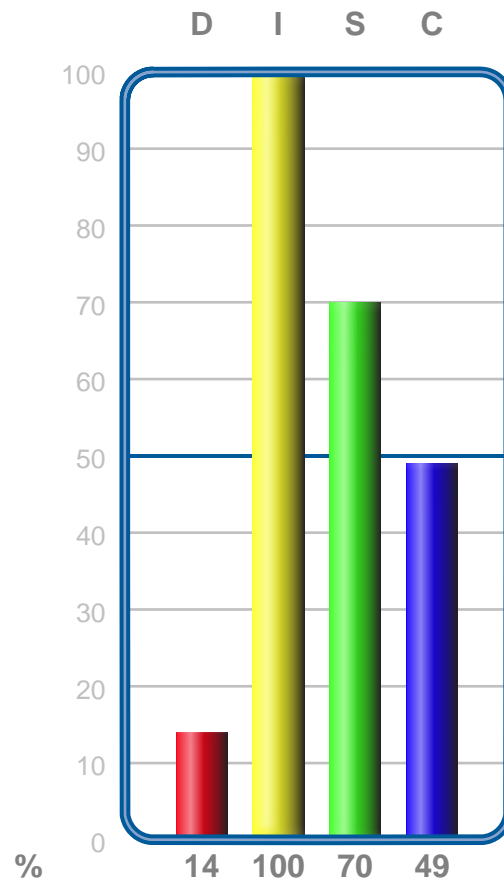
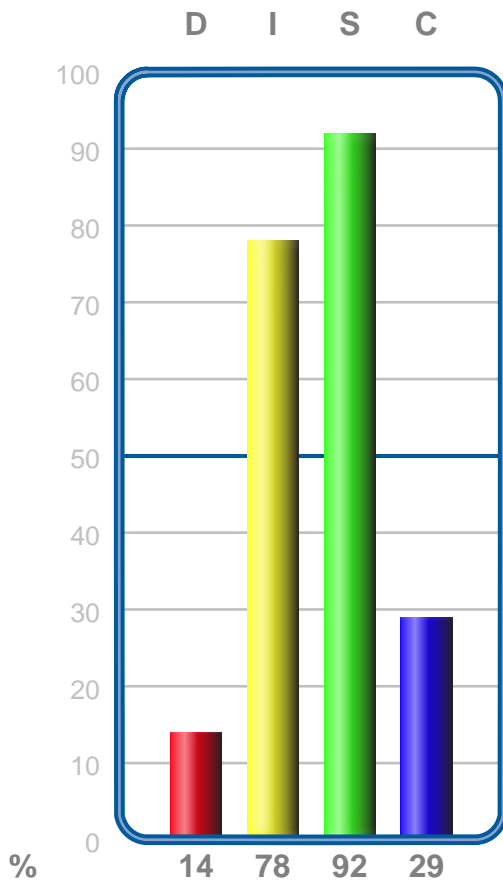
Graph I

Adapted Style

LEAST

Graph II

Natural Style



Norm 2009



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.

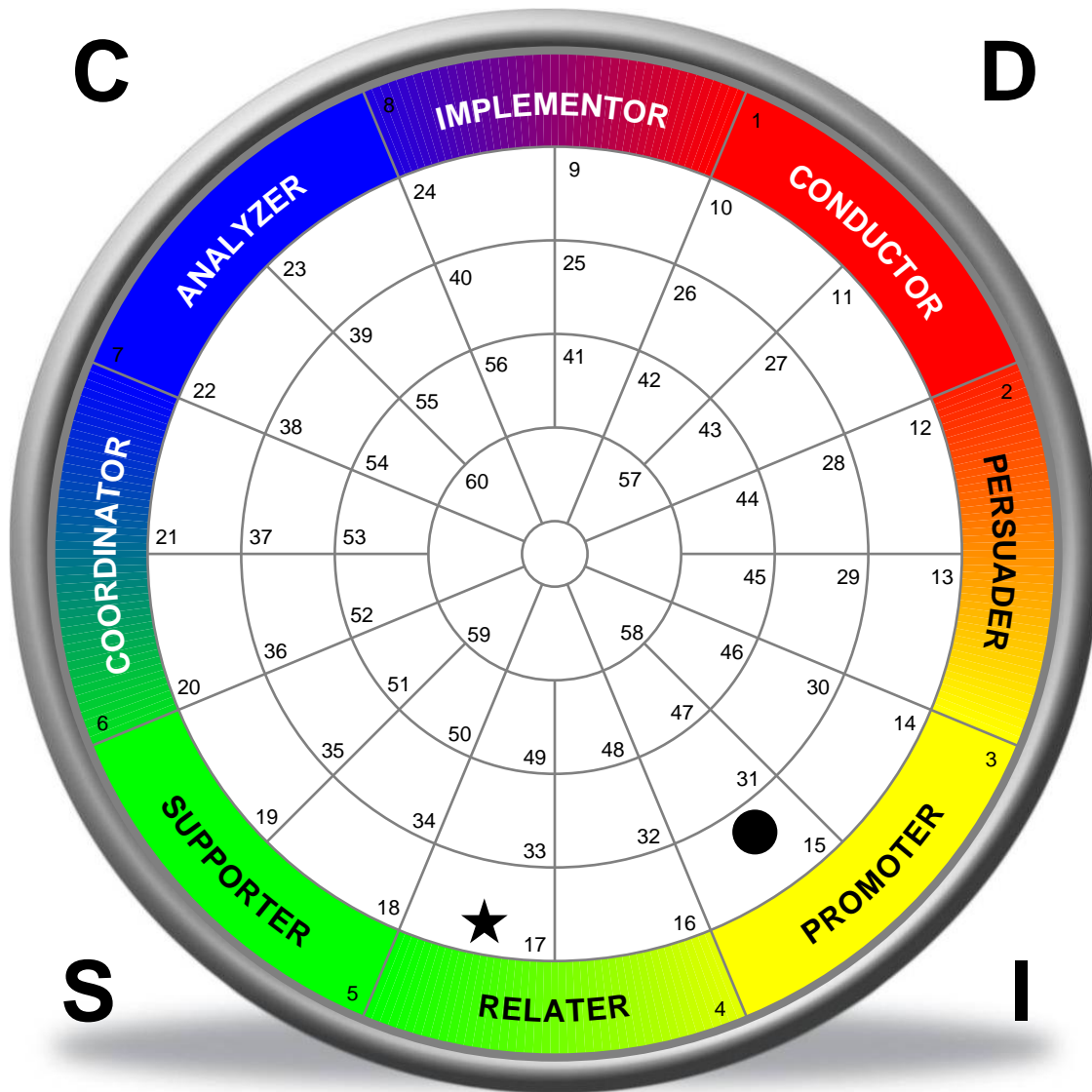
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able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



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Adapted: ★ (17) SUPPORTING RELATER

Natural: ● (15) RELATING PROMOTER

Norm 2009

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