

## Quick Reference Guide – Customer Service Profile

LOWEST SCORES	CUSTOMER SERVICE PROFILE - SCALES	HIGHEST SCORES
<p><b>Wary</b></p> <p><b>Vigilant</b></p> <p><b>Skeptical</b></p>	<p><b>Trust</b> – Tendency to believe that the motives of others are honorable and sincere</p> <p>Acceptance of a customer's statements and motives can be found in an individual with a <b>high score on the Trust scale</b>.</p> <p>A <b>low score</b> suggests a hesitant attitude concerning the motives of a customer. Cautious about unscrupulous individuals.</p>	<p><b>Unquestioning</b></p> <p><b>Uncritical</b></p> <p><b>Accepting</b></p>
<p><b>Direct</b></p> <p><b>Obvious</b></p> <p><b>Forthright</b></p>	<p><b>Tact</b> – Tendency to state a position without unnecessarily offending others</p> <p><b>High scores on the Tact scale</b> suggest a tendency to utilize discreet and diplomatic communication methods.</p> <p><b>Lower scores</b> suggest a willingness to use a direct approach in communications rather than using caution to not offend the listener.</p>	<p><b>Discreet</b></p> <p><b>Diplomatic</b></p> <p><b>Restrained</b></p>
<p><b>Detached</b></p> <p><b>Indifferent</b></p> <p><b>Impersonal</b></p>	<p><b>Empathy</b> – Tendency to understand another's thoughts, situation, and feelings</p> <p><b>High Empathy</b> signifies a willingness to demonstrate compassion and understanding when serving customers.</p> <p>A <b>low scorer</b> tends to avoid displays of compassion, preferring a more impersonal approach.</p>	<p><b>Understanding</b></p> <p><b>Compassionate</b></p> <p><b>Sensitive</b></p>
<p><b>Inventive</b></p> <p><b>Free Spirited</b></p> <p><b>Unconventional</b></p>	<p><b>Conformity</b> – Tendency to comply with the rules and those in authority</p> <p><b>High Conformity</b> is often associated with conventionality, group accountability, comfort with authority and rules, and acceptance of procedures.</p> <p><b>Lower scores</b> reflect a working style that emphasizes unconventional thinking. This kind of person is not usually willing to follow group consensus without considering alternatives.</p>	<p><b>Accepts Authority</b></p> <p><b>Comfortable With Procedures</b></p> <p><b>Conventional</b></p>
<p><b>Distractible</b></p> <p><b>Inattentive</b></p> <p><b>Impulsive</b></p>	<p><b>Focus</b> – Tendency to pursue an objective regardless of distractions</p> <p><b>High Focus</b> scores are often associated with self-discipline, persistence and single-mindedness. A disruptive environment is usually minimal disturbing for someone who scores in this fashion.</p> <p><b>Lower scores</b> reflect a working style more easily disrupted by distractions. Alternatively, this type of individual is unlikely to become fixated on a single task or idea.</p>	<p><b>Persistent</b></p> <p><b>Purposeful</b></p> <p><b>Single-minded</b></p>
<p><b>Uncompromising</b></p> <p><b>Inflexible</b></p> <p><b>Traditional</b></p>	<p><b>Flexibility</b> – Open to explore new approaches to doing things; openness to change</p> <p><b>High Flexibility</b> is often associated with being open to change. Someone like this is usually unflustered by sudden alterations to a plan or objective, and can be effective in leading others through a change process.</p> <p><b>Lower scores</b> reflect a preference for a predictable and structured work environment where changes occur slowly, if at all. Preserves the traditions and customs of one's group or culture.</p>	<p><b>Adaptable</b></p> <p><b>Progressive</b></p> <p><b>Enjoys New Approaches</b></p>

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LOWEST SCORES	CUSTOMER SERVICE PROFILE –PROFICIENCIES	HIGHEST SCORES
<p><b>Lower scores</b> reflect a verbal proficiency that may require some development</p>	<p><b>Vocabulary</b> – Understanding the meaning of words and using them appropriately in conversations</p>	<p><b>High scores</b> are often associated with being proficient in basic language skills</p>
<p><b>Lower scores</b> reflect a need for development of mathematical skills</p>	<p><b>Numerical</b> –Understanding basic mathematical concepts and working with numerical problems in business</p>	<p><b>High scores</b> suggest a basic level of mathematical proficiency</p>

LOW AGREEMENT	CUSTOMER SERVICE PROFILE – COMPANY PERSPECTIVE SECTION	HIGH AGREEMENT
<p>Frequent discrepancies with the company’s perspective on service to the customer</p>	<p><b>Company Service Perspective</b> – The degree of alignment between the individual’s perspective on providing service to the customer and that expressed by the company</p> <p>The respondents answer to questions concerning serving the customer are compared against the companies answers to the same questions. When the respondent’s answers are different, the question is printed along with the respondent’s answer.</p> <p>When a question is printed in this section, the company should consider this as an indicator of the need for training.</p>	<p>Good alignment with the company’s perspective on serving the customer. Should be comfortable in this particular service culture with no need for special training noted.</p>