

## Aptitude Attitude Awareness!

**Who is Responsible for "Customer Service" in Your Organisation?  
....Everybody!!**



Customer satisfaction keeps your customers coming back and buying from you again and again.

When everybody in your company is capable of providing effective customer service, your customers enjoy positive experiences whenever they interface with your people.

Satisfied customers are priceless assets on which to build a successful business. Yet many companies place more emphasis on selling to new customers than servicing current ones.

While the value of attracting new business cannot be discounted, it is equally important and cost effective to grow your business by serving your existing customers.

Extensive research has identified ten specific behavioural characteristics and proficiencies essential to extraordinary customer service. Profiles **Customer Service Perspective** assesses your job candidates and employees to see how they score in each of these important areas. Additionally, you customise the assessment and define forty-nine aspects of great customer service as they apply to your business.

When the goal of your company is customer satisfaction, your customers feel appreciated and continue to buy from you. Effective customer service results in customers looking to you first for new products and services.

Assessment results provide a training and coaching guide for effectively communicating clear customer expectations to every employee.

Start using **Customer Service Perspective** and notice how your customers will appreciate the improvement. You will also see measurable results through reduced customer complaints and profit growth.

For further information, please call:

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## What Does Exceptional Customer Service Do For You?

- ◆ Keeps customers with you longer
- ◆ Gives you an advantage over your competitors
- ◆ Increases customer purchases in size and frequency
- ◆ More customer referrals and recommendations to new customers
- ◆ Builds your business reputation, reduces complaints and issues
- ◆ Saves resources – it costs five to ten times more to get a new customer than to keep a customer
- ◆ Satisfied customers often offer suggestions for making your business better. By reducing customer defections you can boost profits by 25% or more

Using Profiles **Customer Service Perspective** can impact your business in many positive ways. When used with your employees, it will show you who has the attributes that make them “naturals” for customer service and who needs to develop and polish their skills.

Start using Profiles **Customer Service Perspective** and you will see how easy it is to use and how accurately it predicts which employees will be great with your customers. And remember, you can assess your employees and job candidates 24/7 on the internet and get results in just minutes.

This investment in your people will pay big dividends and accelerate customer satisfaction.

If extraordinary customer service is your goal, then Profiles **Customer Service Perspective** is the tool you want to be using.

## Key Point Summary:

### Applications

- Recruiting for customer service roles
- Training needs analysis

### Report Options

- Placement
- Coaching
- Individual

### Features

- Customised assessment to suit your business
- Low cost
- Computer scored

### Measures

- Eight important behavioural traits (Conscientiousness, Conformity, Flexibility, Courtesy, Empathy, Focus, Trust, Tact)
- Communication skills
- Problem solving

### Benefits

- Identifies the right candidates for customer service roles
- Identifies development needs of existing customer service employees

### Administration

- Internet
- Approximately 30 minutes to complete

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