

## 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 problems
- Saves resources – It costs five to ten times as much to get a new customer than it does to keep a customer
- Satisfied customers often offer suggestion for making your business better. By reducing customer defections you can boost profits by 25% or more

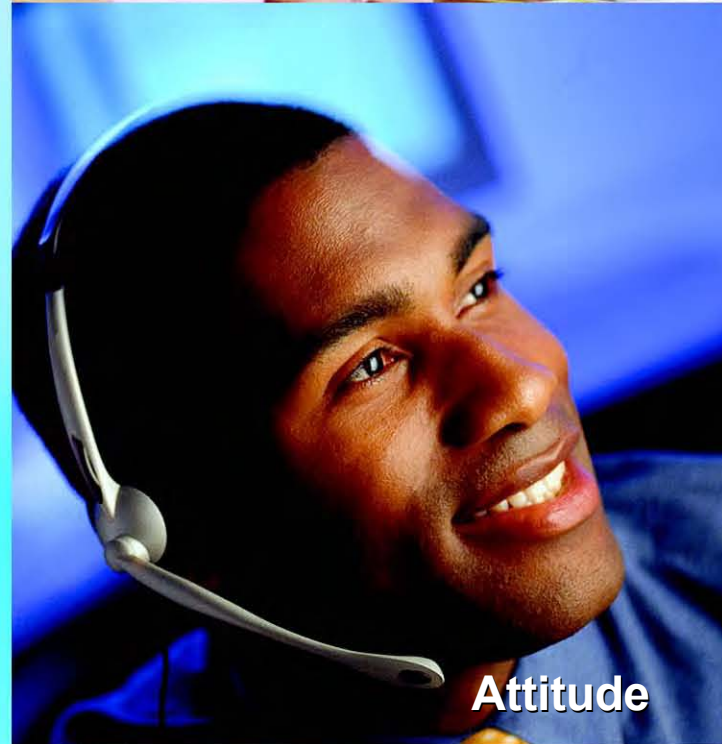
Using Profiles' **Customer Service Perspective** can impact your business in many positive ways. When used with your employees, it will show you which of them has the attributes that make them "naturals" when it comes to customer service and which of them need to develop and polish their skills.

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.



Aptitude

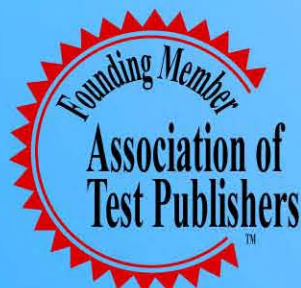


Attitude



Awareness

Customer Service  
**Perspective**<sup>™</sup>



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Profiles  
International, Inc.  
The Information Company

# Who is Responsible for "Customer Service" in Your Company?

...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 behavioral 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 customize 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 will 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 customer expectations to every employee with clarity and specificity.

Start using Profiles' **Customer Service Perspective** and see the difference it makes. Your customers will appreciate the improvement and you will see measurable results as customer complaints decline and profits grow.



The Customer Service Perspective has three reports. The Placement report to assist in hiring, a Coaching report to help managers with employee development, and an Individual report to provide feedback to your employees.

elements of  
**Extraordinary**  
Customer Service

communication skills

problem solving

conscientiousness

conformity

flexibility

courtesy

empathy

focus

trust

tact

Customer Service  
**Perspective**<sup>TM</sup>