

Customer Service Perspective™

What would be the impact if you were to recruit people who would:

- **Increase customer satisfaction?**
- **Build customer loyalty?**
- **Enhance the reputation of your organisation?**
- **Increase sales?**
- **Reduce complaints?**
- **Make significant gains in profitability?**

Customer Service Perspective™ – Introduction

Customer Service is not an intangible – it should be a key part of your strategy to retain existing customers and win new customers! Something that every employee is responsible for!

Great customer service has a positive impact on how you are seen by customers – poor customer service results in lost customers. Every time you ‘touch’ a customer, the experience can either lead to repeat business or drive the customer away – possibly in minutes if a phone call is not handled correctly.

Developing a customer base is crucial to the success of an organisation, but retaining existing business through professional customer management is equally important. Each customer experience should not only be a positive one, but one which develops the customer’s trust and confidence in your company.

That is why the people who ‘touch’ your customers are so important – especially in the area of customer service.

The Profiles Customer Service Perspective™ is an assessment that will help you identify and recruit people with the right qualities to develop customer satisfaction, build customer loyalty, increase sales, reduce complaints, contribute to a service excellence culture and make significant gains in profitability.

The Customer Service Perspective identifies the critical information you need to

- hire people with good customer service skills
- improve customer service training
- increase awareness that every employee is part of the customer service team.

Information that puts you in a position to recruit, coach and train your people to deliver outstanding customer service in a professional, cost effective way – something that should be a key part of the value proposition you offer your customers.

Customer Service Perspective™ – Summary

The table opposite provides a snapshot of the Customer Service Perspective.

However there is much more, in addition the assessment provides:

- Customised job match patterns – through which you identify what makes a top performer
- Provides a percentage match when comparing a candidate to the needs of a role and your top performers
- A detailed analysis of the individuals you assess

Measures:	<p>Behavioural Characteristics</p> <ul style="list-style-type: none"> • Trust • Conformity • Tact • Focus • Empathy • Courtesy • Conscientiousness • Flexibility <p>Key Proficiencies</p> <ul style="list-style-type: none"> • Vocabulary • Numerical <p>Job Match Percentage</p> <ul style="list-style-type: none"> • An overall match percentage that compares candidates with your customer service standards and the alignment with top performers. <p>Company Service Perspective</p> <ul style="list-style-type: none"> • A measurement of each individual's perspective on serving customers and its alignment with your company's customer service policies and attitudes.
Used for:	<ul style="list-style-type: none"> • Recruitment • Promotion Fit • Coaching & Self Improvement • Succession Planning • As an integrated part of a training workshop, which if completed in advance, provides valuable material to use in a training environment.
Time to take:	Circa 30 minutes
Customise	<p>Job match patterns created for:</p> <ul style="list-style-type: none"> • Position • Company • Manager • Geography
Validation Studies	2003
Reports:	<ul style="list-style-type: none"> • Placement Report • Coaching Report • Individual Report • Company Service Perspective
Administration	Internet – Virtual Assessment Centre
Scoring:	Internet

Customer Service Perspective™ – Job Match Patterns

If only we could recruit more people like our top performers!

- A challenge commonly faced by HR and Line Managers in every business.

This is a challenge that a **Job Match Pattern** is designed to answer. This is a unique recruitment and coaching aid that defines the attributes that make up the profile of a top performer in a specific role.

This powerful tool is hugely effective, because it:

- Gives you the ability to compare the profiles of candidates – and existing staff - to the profiles of your top performers.
- Identifies the development areas and subsequent coaching and training needs that will have to be met, if an individual is to become a top performer.

The process is very straightforward, when a potential employee – or existing member of staff – completes the Customer Service Perspective, the output overlaid on the job match pattern identifies the areas in which the individual:

- Is aligned with a top performer
- will need development

The better the match, the more likely an individual will succeed in a role.

• Harvard Business Review

Studies by Harvard Business Review concluded that **job match patterns more accurately predict job success than any of the commonly accepted factors**, such as education, experience, gender, age or training.

People who are job matched **perform better** and **stay in their jobs longer** – reducing the costs of turnover, advertising, recruitment – plus lost revenue and the associated management time.

Plus there are the benefits of improved job satisfaction, superior job performance and higher attendance records. A 'win-win' situation!

• In Conclusion

Assessments should not be used on their own to determine if a candidate is the right person for the job. However, as a support to the more traditional methods of CV, interview and 'gut feel', they can make a significant difference to the effectiveness of your recruitment process - a process that costs businesses many thousands of pounds each year.

If you want your recruitment – and coaching - to be more successful, the use of the Customer Service Perspective will support this strategy.

The Customer Service Perspective is an extremely valuable management tool that will help you:

- **build a stronger, more productive organisation**
- **reach your important goals because you are putting the best people in the best jobs.**

Customer Service Perspective™ – Reports

The Customer Service Perspective™ produces three informative reports, which can be accessed immediately online on completion of each assessment through your own virtual assessment centre, where they are stored along with your customised job match patterns and retrieved at no additional cost, other than the annual licence.

- **Placement Report**

An overall percentage match summarises the results in the **8 behavioural characteristics** scales plus two basic work-related proficiencies - **vocabulary** and **numerical proficiency** when compared to the job match pattern. Our characters make up who we are and the way we interact with people. This has a strong influence on how we perform in our roles. The higher the overall percentage match reported, the higher the expectancy that the individual will fit well into the job under consideration: The scores on each scale are reported on a 10-point scale: the higher a score, the greater the probability of observing the behaviours typically associated with the scale.

Answers to an additional test section, known as the **Company Service Perspective** are matched to the company's unique stance on customer service. Although this is not included in the overall percentage match, it will indicate the degree of alignment with the company and how the individual will fit within the current culture and highlight training needs.

- **Coaching Report**

Identifies the areas in new and existing employees where individualised training and coaching is needed to instil the customer service attitudes you want in all of your employees. This assists the line manager in the development of the team.

- **Individual Report**

This provides the individual with an overview of their results without providing specific scores or data on the relationship with the job match pattern. It helps each employee increase their awareness of their customer service skills and those skills he or she needs to develop. It is a tool that helps employees improve and deliver the kind of customer service that contributes to the success of your business.

- **Available in 12 Languages**

The Customer Service Perspective can be taken in one of the following languages, with results reported in UK English:

Castilian (European Spanish)	Hungarian
Chinese (Mandarin)	Norwegian
Dutch	Portuguese
English (UK)	Russian
English (US)	Romanian
French (Canadian)	Spanish (Latin American)

The Customer Service Perspective is available as a:

- stand alone solution
- an integrated element of a TLISA in-house solution

Customer Service Perspective™ – Benefits

• Better Recruitment



Supports the decision maker in recruiting people who are aligned with the qualities of high performers

• Optimum Service



Supports optimal customer service, development of effective work teams, personalised training plans

• Global Access



Candidates are assessed in one country - reports emailed around the world for quick decisions

• 12 Languages



The assessment can be taken in one of 12 different languages with reports produced in UK English

• Performance



People in the right role produce high performance results fast!

• Reduced Staff Turnover



Accurate, objective recruitment decisions mean only employing people who will excel

• Speed of Information



Results are available in minutes, so decisions can be made quickly to avoid losing valuable people

• Cost Effective



All of the reports produced by the Customer Service Perspective are included in the fee – there are no hidden costs

• Business Language



Reports are written in clear and concise business language - no additional training is required

Customer Service Perspective – Fees: Contact Us: Conditions of Sale

Fees		Contact us	Conditions of Sale
Fees for the Customer Service Perspective are:		<p>If you would like</p> <ul style="list-style-type: none"> • Further information • To arrange an appointment with a TLSA consultant • To place an order <p>Contact us:</p> <p>Tel: 0845 600 1556 Tel: 01428 658867 Outside the UK E-mail: sales@tlsa.co.uk On-line: www.tlsa.co.uk</p> <p>The Leadership & Sales Academy Ltd Paisley House Farnham Lane Haslemere Surrey GU27 1EU</p>	<ul style="list-style-type: none"> • Payments Payments can be made by: <ul style="list-style-type: none"> ○ Credit Card: Debit Card – we accept all major credit and debit cards. ○ Cheque – we will send you an invoice for payment by cheque or electronic transfer. Product will not be supplied until we have cleared funds. • Delivery From receipt of cleared funds, your order will be supplied within 24 hours. • Business Protocols Both parties will act with normal and expected business protocols with respect to each other's intellectual properties, patents, trademarks, personnel and confidentiality of business information.
Item	UK £ ex-vat		
Customer Service assessments each	75-00		
Virtual Assessment Centre – Year 1 set up	750-00		
Virtual Assessment Centre – annual licence	450-00		
<p>Virtual Assessment Centre This is a secure and confidential online facility through which you can efficiently manage all assessments and is accessed by up to five administrators in your organisation. This facility will enable you to produce reports in one of the 12 languages currently on offer.</p>			