

## Quick Reference Guide: Customer Service Perspective

LOW	CUSTOMER SERVICE PERSPECTIVE - SCALES	HIGH
<p>Wary</p> <p>Vigilant</p> <p>Skeptical</p>	<p><b>Trust</b> – Tendency to hold an unquestioning belief that the motives of others are honorable</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 sense of doubt concerning the motives of a customer.</p>	<p>Unquestioning</p> <p>Uncritical</p> <p>Optimistic</p>
<p>Direct</p> <p>Obvious</p> <p>Forthright</p>	<p><b>Tact</b> – Tendency to state a position without offending others</p> <p><b>High scores on the Tact scale</b> suggest a tendency to prefer utilizing discreet and diplomatic communication methods.</p> <p><b>Lower scores</b> suggest a minimal need to use delicate language when a more candid approach is possible.</p>	<p>Discreet</p> <p>Diplomatic</p> <p>Restrained</p>
<p>Detached</p> <p>Indifferent</p> <p>Distant</p>	<p><b>Empathy</b> – Tendency to understand another’s 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 indifferent attitude.</p>	<p>Understanding</p> <p>Compassionate</p> <p>Sensitive</p>
<p>Imprecise</p> <p>Casual attitude</p> <p>Lackadaisical</p>	<p><b>Conscientiousness</b> – Tendency to be very accurate in work efforts; to keep promises</p> <p><b>High Conscientiousness</b> is often associated with meticulousness and attention to detail. Honoring a commitment literally is important for this type of person.</p> <p><b>Lower scores</b> suggest a more casual attitude, achieving results with the intent possibly in mind but not the details. Committing to the exact request is not essentially important.</p>	<p>Meticulous</p> <p>Particular</p> <p>Accountable</p>

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<p>Inventive</p> <p>Free Spirited</p> <p>Independent</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, being comfortable with authority and rules, and accepting procedures.</p> <p><b>Lower scores</b> reflect a working style that emphasizes individualized thinking and a willingness to question inefficient procedures. This kind of person is not usually willing to blindly do the accepted thing.</p>	<p>Respects Authority</p> <p>Comfortable With Procedures</p> <p>Conventional</p>
<p>Distractible</p> <p>Preoccupied</p> <p>Inefficient</p>	<p><b>Focus</b> – Tendency to pursue an objective regardless of distractions</p> <p><b>High Focus</b> is often associated with self-discipline, persistence and single-mindedness. A disruptive environment is usually of little concern for someone who scores in this fashion.</p> <p><b>Lower scores</b> reflect a working style that can be easily disrupted by minor distractions. A disordered work environment may present too many diversions for someone who scores in this fashion.</p>	<p>Attentive</p> <p>Purposeful</p> <p>Efficient</p>
<p>Forward</p> <p>Brash</p> <p>Impolite</p>	<p><b>Courtesy</b> – Tendency to deal with others in a pleasant manner</p> <p><b>High scores on the Courtesy scale</b> reflect a positive attitude concerning the role of etiquette and civility when serving customers.</p> <p><b>Lower scores</b> reflect a customer service style that is less about manners and more about directness and candor. Less concerned about the rules of etiquette, preferring an informal and succinct approach.</p>	<p>Polite</p> <p>Civil</p> <p>Well-Mannered</p>
<p>Uncompromising</p> <p>Inflexible</p> <p>Cautious</p>	<p><b>Flexibility</b> – Tendency to explore new approaches to doing things; open 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, even leading others through a change process.</p> <p><b>Lower scores</b> reflect a preference for a predictable and structured work environment in which changes occur slowly, if at all.</p>	<p>Adaptable</p> <p>Accepting</p> <p>Enjoys New Approaches</p>

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LOW	CUSTOMER SERVICE PERSPECTIVE –PROFICIENCIES	HIGH
<p><b>Lower scores</b> reflect a verbal insufficiency that may require some development</p>	<p><b>Vocabulary</b> – Understanding the meaning of words when used in sentences</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</p>	<p><b>High scores</b> suggest a basic level of mathematical proficiency</p>

LOW	COMPANY SERVICE PERSPECTIVE	HIGH
<p>Frequent discrepancies with the company's perspective on providing 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><b>High scores</b> on the Customer Service Perspective scale are often associated with being prepared to perform customer service duties with minimal assimilation to corporate policies.</p> <p><b>Lower scores</b> reflect a potential need for training that guides the employee toward the service objectives and mission advocated by the company.</p>	<p>Good alignment with the company's perspective on providing service to the customer</p>