



TTI  
SUCCESS  
INSIGHTS®

# Customer Service

**Samantha Sample**

VP of Samples

TTI

03.24.2021

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# Introduction



Successful business depends on Customer Service. It is essential to understand that every employee is involved in customer service. Everyone in every organisation is a customer of some kind. It has been proven that customers would rather switch to another company than tolerate poor service. Research indicates, even if there is no conflict, over 60% of all customers quit dealing with a business because of indifference on the part of some employee.

The ability to interact effectively with customers may be the critical difference between success or failure in our work life. Effective customer service begins with an accurate perception of our own work behavioural style. This report was designed to quantify information on how you see your own behaviour in the workplace. That information may then be used for you to learn how others perceive your behaviour. This knowledge will assist you in formulating strategies in meeting customer needs.

# Behavioural Characteristics



*Based on your responses, the report has selected general statements to provide you with a broad understanding of your Customer Service Style. This section of the report identifies the natural customer service style you bring to the job.*

Samantha embraces visions not always seen by others. Samantha's creative mind allows her to see the "big picture." She is goal-oriented and driven by results. She is the team member who will try to keep the others on task. Most people see her as a high risk-taker. Her view is, "nothing ventured, nothing gained." She prefers an environment with variety and change. She is at her best when many projects are underway at once. Samantha is extremely results-oriented, with a sense of urgency to complete projects quickly. She is deadline conscious and becomes irritated if deadlines are delayed or missed. Many people see her as a self-starter dedicated to achieving results. She needs to learn to relax and pace herself. She may expend too much energy trying to control herself and others. Samantha seeks her own solutions to problems. In this way, her independent nature comes into play. She is a goal-oriented individual who believes in harnessing people to achieve goals. She needs people with other strengths on her team. She may lose interest in a project once the challenge ceases. She may then be ready for another challenging project. She is a self-starter who likes new projects and is most comfortable when involved with a wide scope of activities.

Samantha will work long hours until a tough problem is solved. After it is solved, Samantha may become bored with any routine work that follows. She likes to make decisions quickly. She is a good problem solver and troubleshooter, always seeking new ways to solve old problems. She prefers authority equal to her responsibility. Samantha is decisive and prefers to work for a decisive manager. She can experience stress if her manager does not possess similar traits. She should realise that at times she needs to think a project through, beginning to end, before starting the project. Sometimes she may be so opinionated about a particular problem that she has difficulty letting others participate in the process. She has the unique ability of tackling tough problems and following them through to a satisfactory conclusion.

# Behavioural Characteristics

## Continued



Samantha tends to be intolerant of people who seem ambiguous or think too slowly. She challenges people who volunteer their opinions. Her creative and active mind may hinder her ability to communicate to others effectively. She may present the information in a form that cannot be easily understood by some people. She may sometimes mask her feelings in friendly terms. If pressured, Samantha's true feelings may emerge. Samantha may lack the patience to listen and communicate with slower acting people. She should exhibit more patience and ask questions to make sure that others have understood what she has said. She may lose interest in what others are saying if they ramble or do not speak to the point. Her active mind is already moving ahead. She tends to influence people by being direct, friendly and results-oriented.

# Perceptions



## See Yourself As Others See You

A person's behaviour and feelings may be quickly telegraphed to others. This section provides additional information on your self-perception and how, under certain conditions, others may perceive your behaviour. Understanding this section will empower you to project the image that will allow you to control the situation.



### You usually see yourself as being:

- ✓ Pioneering
- ✓ Assertive
- ✓ Competitive
- ✓ Confident
- ✓ Positive
- ✓ Winner



### Under moderate pressure, tension, stress or fatigue, others may see you as being:

- ✓ Demanding
- ✓ Daring
- ✓ Egotistical
- ✓ Aggressive



### And, under extreme pressure, stress or fatigue, others may see you as being:

- ✓ Abrasive
- ✓ Controlling
- ✓ Arbitrary
- ✓ Opinionated

# Descriptors



Based on your responses, the report has marked those words that describe your personal behaviour. They describe how you solve problems and meet challenges, influence people, respond to the pace of the environment and how you respond to rules and procedures set by others.

Driving	Inspiring	Relaxed	Cautious
Ambitious	Magnetic	Passive	Careful
Pioneering	Enthusiastic	Patient	Exacting
Strong-Willed	Persuasive	Possessive	Systematic
Determined	Convincing	Predictable	Accurate
Competitive	Poised	Consistent	Open-Minded
Decisive	Optimistic	Steady	Balanced Judgment
Venturesome	Trusting	Stable	Diplomatic
<b>Dominance</b>	<b>Influence</b>	<b>Steadiness</b>	<b>Compliance</b>
Calculating	Reflective	Mobile	Firm
Cooperative	Factual	Active	Independent
Hesitant	Calculating	Restless	Self-Willed
Cautious	Sceptical	Impatient	Obstinate
Agreeable	Logical	Pressure-Oriented	Unsystematic
Modest	Suspicious	Eager	Uninhibited
Peaceful	Matter-of-Fact	Flexible	Arbitrary
Unobtrusive	Incisive	Impulsive	Unbending

# Customer Service Flexibility



*Since customers are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of customers and provide you with the strategies to meet their needs.*

## "Improving Your Interactive Flexibility"

When interacting with a customer who has the following characteristics:

- Fast-paced speech
- Strong personality
- Impatient
- Direct
- Tries to control the situation

Factors that will improve Service with this Style of Customer:

- Minimise features - maximise benefits
- Help them with details
- LISTEN
- Ask specific questions
- Keep the pace fast enough so they do not become bored

Factors that will create tension or dissatisfaction with this Style of Customer:

- Over controlling the situation
- Telling them what to do



# Customer Service Flexibility

## "Improving Your Interactive Flexibility"



When interacting with a customer who has the following characteristics:

- Warm and friendly
- Impulsive
- Uses many hand gestures while speaking
- Talkative
- Imprecise about the use of time

Factors that will improve Service with this Style of Customer:

- Be friendly, not dominating
- Ask for their ideas and opinions
- Use testimonials
- Tell how others will benefit
- Control your impatience

Factors that will create tension or dissatisfaction with this Style of Customer:

- Over controlling
- Displaying your impatience

# Customer Service Flexibility

## "Improving Your Interactive Flexibility"



When interacting with a customer who has the following characteristics:

- Patient
- Easy going
- Uses few gestures
- Unemotional voice
- Reserved

Factors that will improve Service with this Style of Customer:

- Listen patiently
- Take time to explain
- Develop more empathy and patience
- Take a personal interest in them
- Exhibit friendly attitudes
- Slow down
- Give more attention to details
- Control body language
- Speak with sincere tone of voice

Factors that will create tension or dissatisfaction with this Style of Customer:

- Overselling or stressing new products
- Dominate with active body language

# Customer Service Flexibility

## "Improving Your Interactive Flexibility"



When interacting with a customer who has the following characteristics:

- Speaks slowly
- Asks many questions about facts and data
- Is deliberate
- Uses few gestures
- Unemotional

Factors that will improve Service with this Style of Customer:

- Slow down and LISTEN
- Explain details
- Be sincere - lower your tone of voice
- Be conservative in assertions
- Answer questions precisely
- Minimise risks

Factors that will create tension or dissatisfaction with this Style of Customer:

- Being too blunt and direct
- Forcing them to take risks

# Situational Strategies



*Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.*

## Customer

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Sceptical, Suspicious

Nervous, irritable, high strung

Pessimistic, grouchy, complaining

Egotistical, opinionated, high hat

Argumentative, blustering

Silent, secretive

## Strategy

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Agree on minor points and expand. Be conservative in assertions.

Use a quiet, tactful, soothing manner.

Listen patiently, ask questions to find out their real concerns.

Flatter their ego. Concentrate on getting results.

Create response by challenging in a sincere manner.

Be more personal than usual to draw them out.

# Action Plan

## Professional Development



1. I learned the following behaviours contribute positively to increasing my professional effectiveness: (list 1-3)

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2. My report uncovered the following behaviours I need to modify or adjust to make me more effective in my career: (list 1-3)

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3. When I make changes to these behaviours, they will have the following impact on my career:

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4. I will make the following changes to my behaviour, and I will implement them by \_\_\_\_\_:

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# Action Plan

## Personal Development



1. When reviewing my report for personal development, I learned the following key behaviours contribute to reaching my goals and the quality of life I desire: (list 1-3)

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2. The following behaviours were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

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3. When I make changes to these behaviours, I will experience the following benefits in my quality of life:

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4. I will make the following changes to my behaviour, and I will implement them by \_\_\_\_\_:

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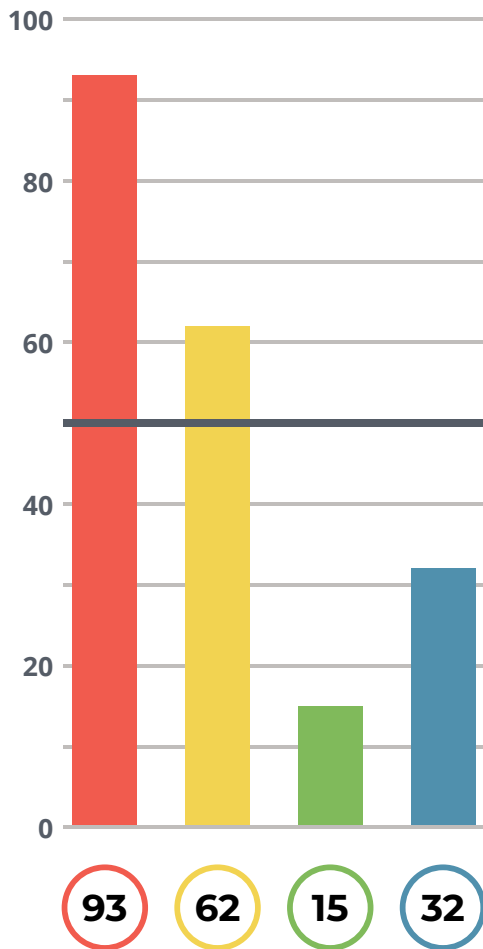
# Style Insights® Graphs



Graph I

## Adapted Style

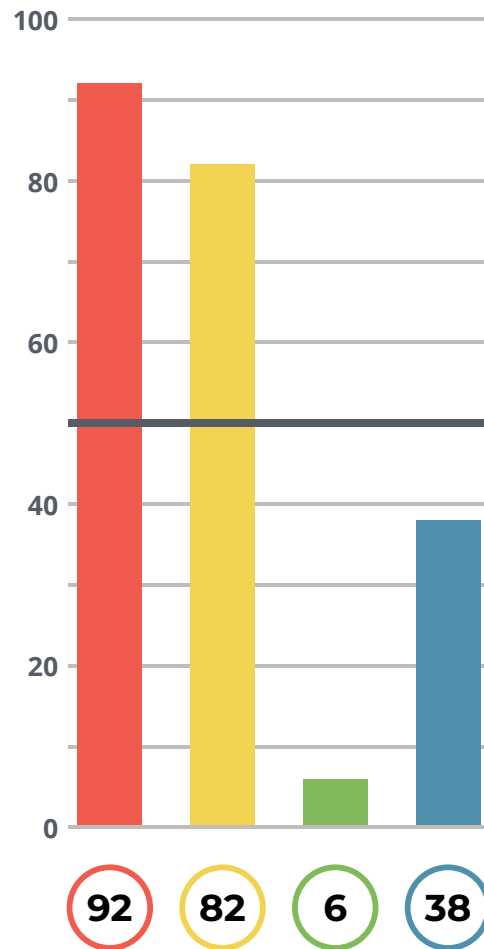
**D**   **I**   **S**   **C**



Graph II

## Natural Style

**D**   **I**   **S**   **C**



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**Samantha Sample**

# The Success Insights® Wheel



The Success Insights® Wheel is a powerful tool popularised in Europe. In addition to the text you have received about your behavioural style, the Wheel adds a visual representation that allows you to:

- View your natural behavioural style (circle).
- View your adapted behavioural style (star).
- Note the degree you are adapting your behaviour.

Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behaviour. The further the two plotting points are from each other, the more you are adapting your behaviour.

If you are part of a group or team who also took the behavioural assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.

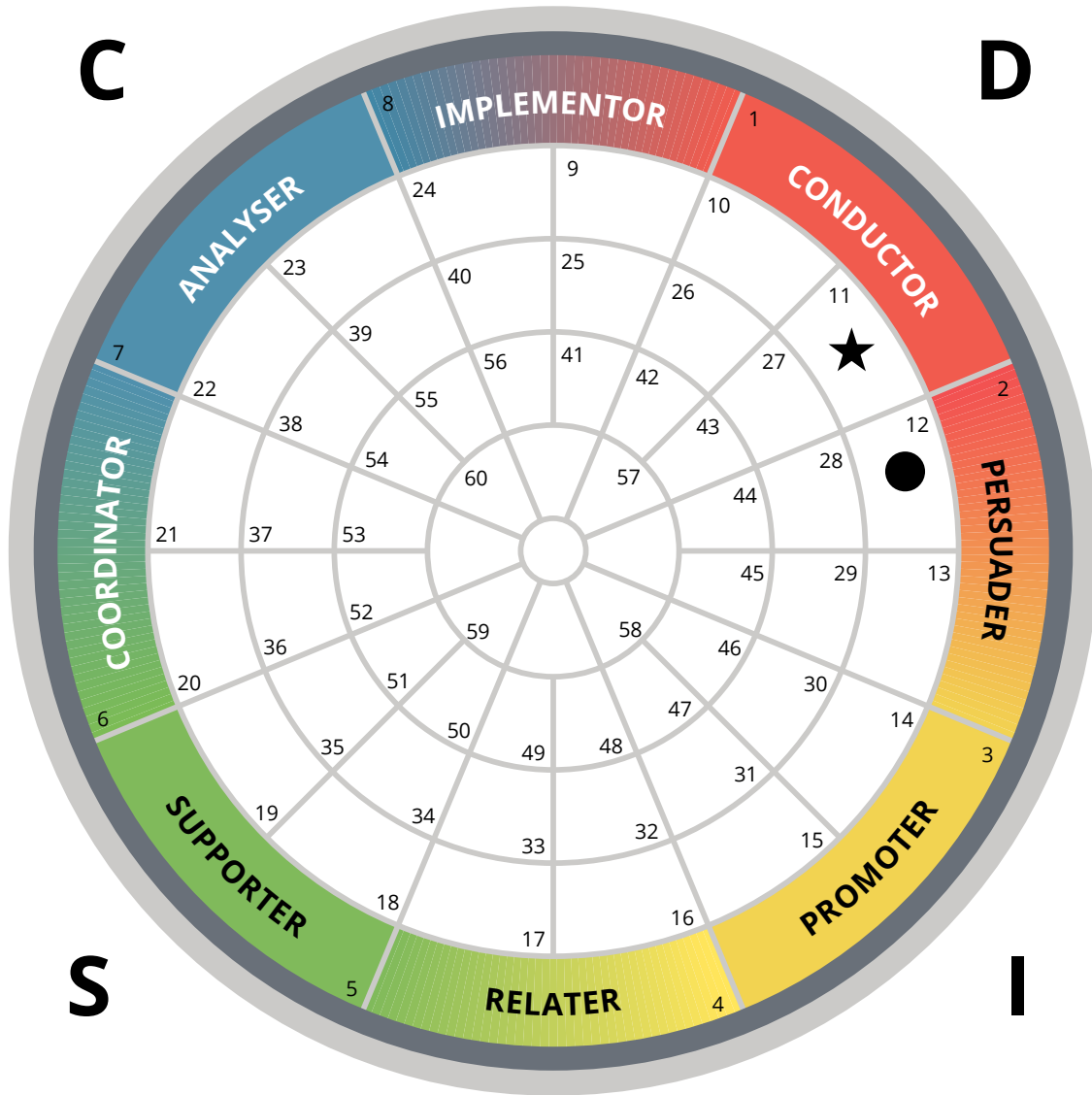


# The Success Insights® Wheel



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Adapted: ★ (11) PERSUADING CONDUCTOR  
 Natural: ● (12) CONDUCTING PERSUADER  
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