



# Customer Service Profile™

## Quick Reference Guide

Profiles  International  
imagine great people®

Low	Definition	High
Wary Vigilant Skeptical	<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 high score on the Trust scale.</p> <p>A low score suggests a sense of doubt concerning the motives of a customer.</p>	Unquestioning Uncritical Accepting
Direct Obvious Forthright	<p><b>Tact</b> – ability to state a position without unnecessarily offending others.</p> <p>High scores on the Tact scale suggest a tendency to prefer utilizing discreet and diplomatic communication methods.</p> <p>Lower scores suggest a minimal need to use delicate language when a more candid approach is possible.</p>	Discreet Diplomatic Restrained
Detached Indifferent Impersonal	<p><b>Empathy</b> – capable of understanding another’s situation and feelings.</p> <p>High Empathy signifies a willingness to demonstrate compassion and understanding when serving customers.</p> <p>A low scorer tends to avoid displays of compassion, preferring a more indifferent attitude.</p>	Understanding Compassionate Sensitive
Inventive Free-spirited Unconventional	<p><b>Conformity</b> – tendency to comply with the rules and those in authority.</p> <p>High Conformity is often associated with conventionality, being comfortable with authority and rules, and accepting procedures.</p> <p>Lower scores 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>	Accepts authority Comfortable with procedures Conventional

<p>Distractible Inattentive Impulsive</p>	<p><b>Focus</b> – able to pursue an objective regardless of distractions.</p> <p>High Focus 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>Lower scores 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>Persistent Purposeful Single-minded</p>
<p>Uncompromising Inflexible Traditional</p>	<p><b>Flexibility</b> – able to explore new approaches to doing things; open to change.</p> <p>High Flexibility 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>Lower scores reflect a preference for a predictable and structured work environment in which changes occur slowly, if at all.</p>	<p>Adaptable Progressive Enjoys new approaches</p>

Low	Proficiencies	High
<p>Lower scores reflect a level of verbal ability that may require some development</p>	<p><b>Vocabulary</b> – Understanding the meaning of words when used in sentences</p>	<p>High scores are often associated with being proficient in basic language skills</p>
<p>Lower scores reflect a need for development of mathematical skills</p>	<p><b>Numerical</b> – understanding basic mathematical concepts and working with numerical problems</p>	<p>High scores suggest a basic level of mathematical proficiency</p>

Low	Company Service Perspective™	High
<p>Frequent discrepancies with the company’s perspective on 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 the perspective expressed by the company.</p> <p>High scores on the Company Service Perspective indicate good alignment between the individual and company approach to customer relations.</p> <p>Low scores reflect poor alignment between individual and company perspectives about relating to customers. Significant training may be required on the company’s approach to providing customer service.</p>	<p>Good alignment with the company’s perspective on service to the customer</p>