

Customer Service Audit

Features

An analysis of ability to understand client needs, handle aggression & criticism, respond to client requests, presentation & communication skills, creativity, problem solving and possible limitations in serving clients.

Uses

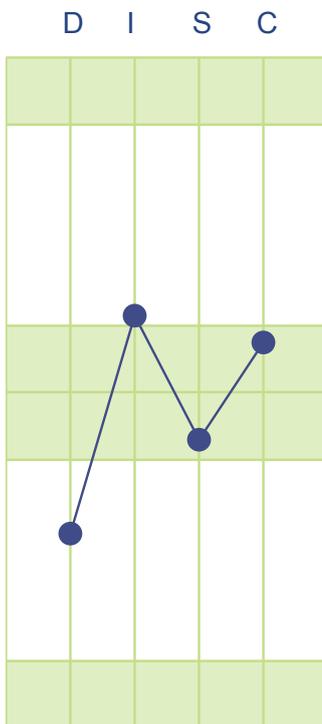
Identifies specific customer service skills and/or customer service training requirements of new or existing customer service staff, or potential customer service candidates within the organization. May be used to enhance customer service skills in sales people.



CUSTOMER SERVICE AUDIT: Tom Sample

Private &
Confidential

UNDERSTANDING CLIENT NEEDS



Tom Sample, who is outgoing and energetic, will enthusiastically attempt to methodically analyze all sources of information so as to fully understand his clients' requirements. He is anxious to please clients but because of his restless nature and the need to be continually inter-acting with a wide range of clients, he may not be particularly successful in disciplining himself to take a really detailed assignment brief from his client. This dynamic individual may, in certain situations, lack the patience and organizational skills needed to deal with routine assignments. He is not likely to be a very attentive or interested listener, preferring to take a more active role in client contacts.

HANDLING CRITICISM AND AGGRESSION

Tom Sample is principally concerned with creating and maintaining a favorable image with his key accounts and may often be prepared to yield his position in order to satisfy this important personal need. He is non-aggressive by nature and will rely on his positive and friendly personality and persuasive skills, coupled with a high level of restless energy to maintain positive relationships and defuse any potentially antagonistic situations. He will use a combination of charm and the rules when opposed or when countering client objections. Tom Sample can become defensive and withdrawn when criticized personally.

RESPONSIVENESS

This highly active individual will energetically respond to client requests with a great deal of enthusiasm and

willingness. He does, however, need to slow down his pace and listen more attentively to clients instructions if he is to work effectively with his key accounts. This outgoing person can be precise and careful when motivated to do so but at other times may not have the patience or self-discipline to direct his efforts towards the client's objections.

PRESENTATION AND COMMUNICATION SKILLS

Tom Sample has competent communication skills, both verbally and in writing. He has the energy and personality to create enthusiasm and interest in his clients and other audiences. His presentations will combine a logical and detailed format with a pacy, flexible and articulate communication style. He will make use of his personal experiences and natural charm together with modern technology to establish and maintain the client's attention and interest.

CREATIVITY AND PROBLEM SOLVING

Tom Sample can be an impetuous problem solver who will work energetically and persuasively to obtain the opinions and support of many others before acting. He will seldom make a decision or important proposal that would not have the acceptance and approval of his client or project team. Being cautious and, at times, conservative it is unlikely that he will propose innovative or unconventional solutions to the client, relying more on team consensus involving the tried and tested approach.

GOAL ORIENTATION

Tom Sample is motivated by popularity, personal recognition and monetary rewards. He operates most effectively in areas of his natural strengths, namely leading, persuading, motivating and enthusing a wide variety of people towards the achievement of client and personal goals. He has a basic fear of social rejection and creating or delivering sub-standard work.