



## **Confidential Coaching Report**

for

**Thomas Sample**

Generic Admin Candidate

2011-02-15

**Synergistic Outcomes**

**3 Moore Palms**

**323 Moore Road, Glenwood**

**Durban, kzn 4001**

**27 31 201 7917**

Pattern Date: 2010-07-09

## Introduction

Service to the customer is a part of the job for virtually every employee. Proficiency in providing this service is related to an individual's Behavioural Characteristics, basic Proficiencies and their own perspective on providing customer service.

This report reflects the responses provided by Thomas Sample when he completed the Customer Service Perspective assessment. The information is presented in the following five parts:

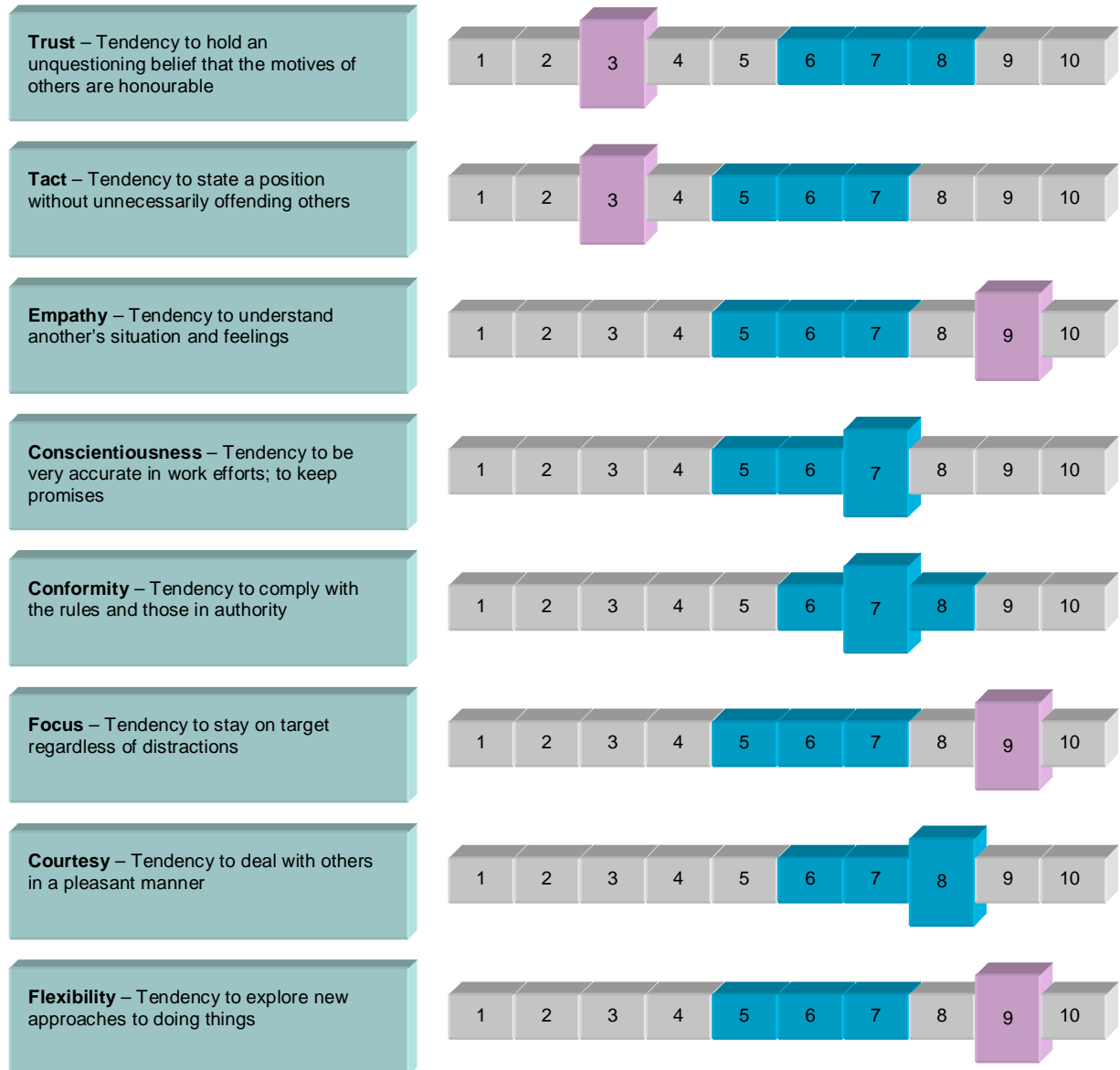
- Ø **Behavioural Characteristics** - eight behavioural characteristics that are important factors for success in providing service to customers.
- Ø **Proficiencies** - a view of basic proficiency in mathematics and vocabulary.
- Ø **Company Service Perspective** - the degree of alignment between the individual's perspective on providing service to the customer and that expressed by the company.
- Ø **Considerations for Employee Development** - on the scales where Mr. Sample scored outside of the Job Match Pattern, suggestions are provided to assist in his development.

Please consult the User's Guide for additional information on using these results in working with Thomas.

Customer Service Perspective

Summary of Behavioural Characteristics

The darker shading represents the Job Match Pattern for the role of Generic Admin Candidate. The larger box indicates his score.

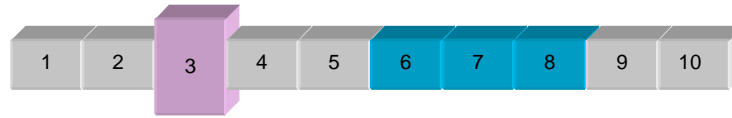


**Customer Service Perspective**

**Behavioural Characteristics**

**Trust**

- Wary
- Vigilant
- Sceptical



- Unquestioning
- Uncritical
- Optimistic

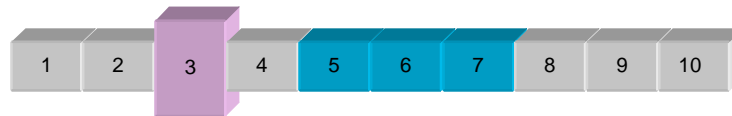
**Pattern 6-8 Score 3**

**Comments on Trust**

Trusting the motives of a dissatisfied customer before having any proof of the problem may be rather difficult for Mr. Sample most of the time. He may have the attitude that most customers who have a problem should not be trusted until or unless proven otherwise.

**Tact**

- Direct
- Obvious
- Forthright



- Discrete
- Diplomatic
- Restrained

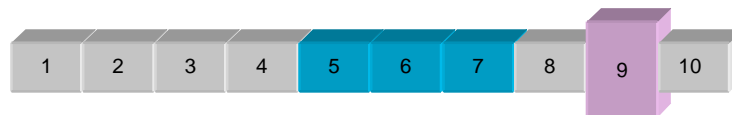
**Pattern 5-7 Score 3**

**Comments on Tact**

He can be inconsiderate regarding the feelings of others. This may be due to a lack of understanding for a customer's needs but, whatever the reasons, he may often comment in a less than tactful or diplomatic fashion.

**Empathy**

- Detached
- Indifferent
- Distant



- Understanding
- Compassionate
- Sensitive

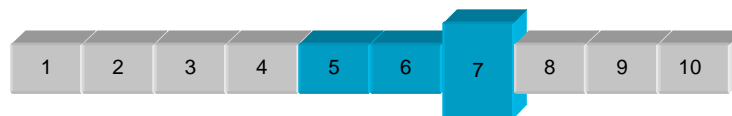
**Pattern 5-7 Score 9**

**Comments on Empathy**

Sometimes Mr. Sample may allow himself to become overly involved in attempting to help customers with their concerns. He is a very kind, compassionate person who may even sacrifice his own interests, at times, in an effort to be helpful. He may need to develop customer service skills that include knowing how much to give in the way of service in a practical manner.

**Conscientiousness**

- Imprecise
- Casual Attitude
- Lackadaisical



- Meticulous
- Particular
- Accountable

**Pattern 5-7 Score 7**

**Comments on Conscientiousness**

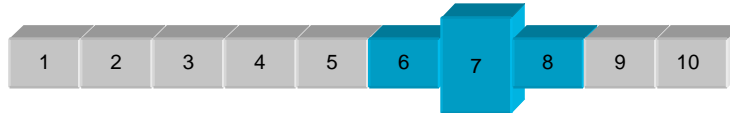
Thomas appears to be a conscientious person who will not back off from keeping commitments or promises made to supervisors or customers unless prevented from doing so by circumstances beyond his control. He is one who undertakes tasks in a careful, dedicated manner, which should seem apparent to his customers.

**Customer Service Perspective**

**Behavioural Characteristics (cont'd)**

**Conformity**

- Inventive
- Free-spirited
- Independent



- Traditional
- Compliant
- Conventional

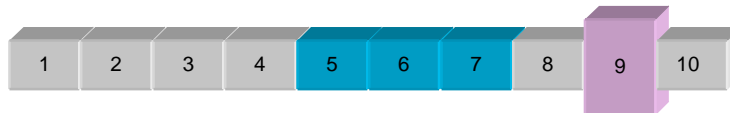
**Pattern 6-8 Score 7**

**Comments on Conformity**

Mr. Sample is not one to question authority often. He expresses a view implying that one should comply with the rules and regulations of those organisations of which he is an employee. He generally honors a majority of most standards, while taking an independent attitude if truly necessary.

**Focus**

- Distractible
- Preoccupied
- Inefficient



- Attentive
- Purposeful
- Efficient

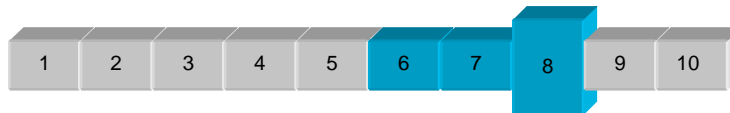
**Pattern 5-7 Score 9**

**Comments on Focus**

Mr. Sample has rather strong powers of concentration. He seldom allows anything to interfere with his current priorities until completed. He demonstrates an excellent ability to stay focused and it is difficult to interrupt or distract him from accomplishing the task at hand.

**Courtesy**

- Forward
- Brash
- Impolite



- Polite
- Civil
- Well-mannered

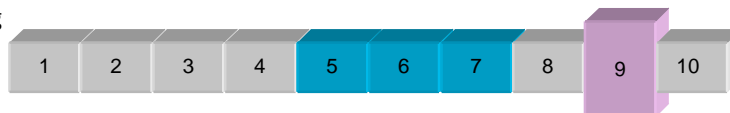
**Pattern 6-8 Score 8**

**Comments on Courtesy**

Thomas appears to be quite friendly in general. He enjoys talking with just about anyone and will probably make efforts to speak to a customer in soothing, friendly tones. He is apt to avoid getting into arguments or confrontations; listening carefully to a customer's needs and speaking courteously is far more likely.

**Flexibility**

- Uncompromising
- Inflexible
- Cautious



- Adaptable
- Accepting
- Enjoys new approaches

**Pattern 5-7 Score 9**

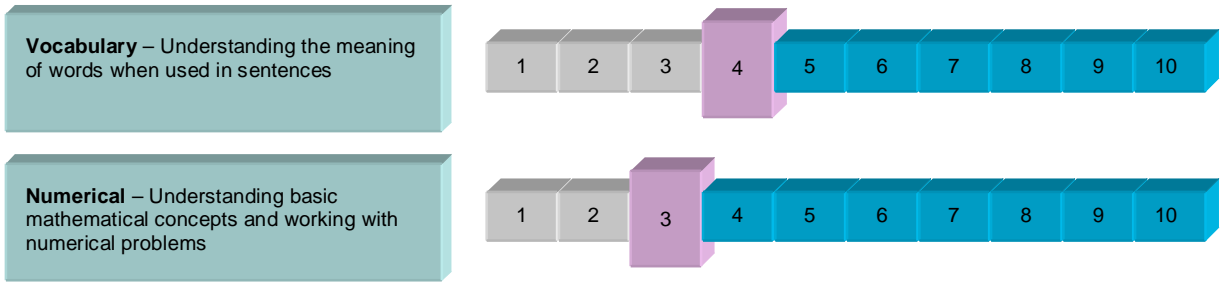
**Comments on Flexibility**

He is so highly open to change that others may consider it a challenge to keep up with him when he suggests new approaches for work accomplishments. He relishes the generation of new ideas, concepts and methods of improving upon how to get things done. He seems to possess quite an innovative attitude.

### Customer Service Perspective

#### Proficiencies

The darker shading represents the Job Match Pattern for the role of Generic Admin Candidate. The larger box indicates this individual's score.



**Customer Service Perspective**

**Company Service Perspective**

Forty-nine (49) questions related to providing service to the customer were presented to Thomas. The responses to these questions suggest his perspective of providing customer service. The answers provided by the company represent their perspective and are compared to the answers provided by Thomas. **The score indicates the percent of agreement between his responses and the answers provided by the company.**



In review of both the company perspective for providing good customer service and the view of Mr. Sample as expressed in his responses, **the following perspectives are in conflict. Some may represent issues that require your attention.**

**PERSPECTIVES THAT CONFLICT**

**HIS ANSWER**

There are times when my supervisor may need to speak to the customer.	Yes
Resolving problems starts and stops with me.	No
I can't solve all the problems a customer has; some things have to be referred on or left alone.	No
Some customers have better knowledge of the solution to a problem than I do.	Yes
My job is to fulfill the customer's request, even if I don't understand it, rather than waste their time asking questions.	Yes
Serving customers quickly is the most important thing to do.	Yes
Your job is to solve your customer's problem, not to be a sympathetic ear.	No
When a customer starts to complain about things you know are wrong about your company, it is time to stop agreeing with the customer and defend your company.	Yes
It is often possible to satisfy a customer by explaining why he or she is wrong.	No
Most customers will read a manual if you provide it for them.	Yes
I should never allow my customers to think they know more about my products than I do.	Yes
All customers should be treated the same; no one customer is more important than any other.	Yes
If I am dealing with a customer and an irate customer interrupts, I should immediately deal with the irate customer.	No
Customers don't like to be asked a lot of questions.	Yes
Sometimes you have to disagree with a customer.	No

**Customer Service Perspective**

Sometimes disagreeing with a customer will lead to better results for all concerned. No

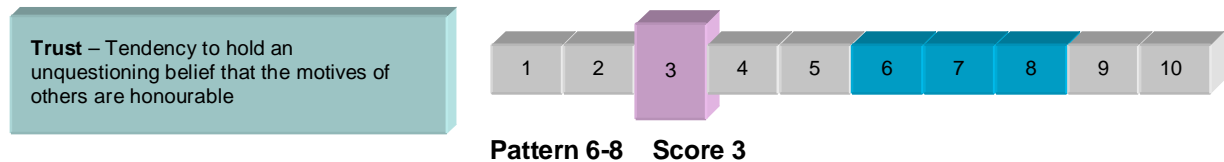
Some customers we just don't want. No



**Customer Service Perspective**

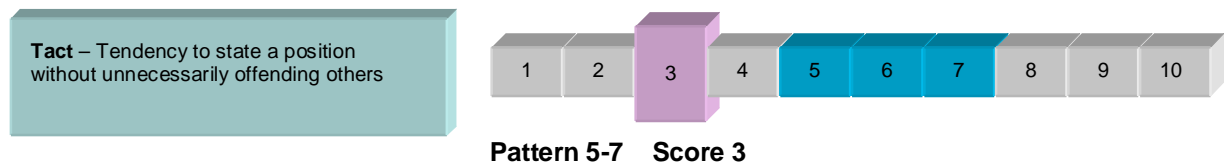
**Considerations for Employee Development**

The darker shading represents the Job Match Pattern for the role of Generic Admin Candidate. Mr. Sample scored outside the Job Match Pattern in the areas listed below. Information and coaching comments are provided to facilitate working with him.



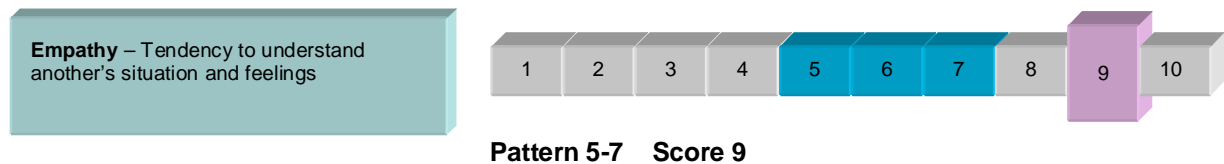
**Considerations for Employee Development**

Developing a more positive attitude in Thomas concerning the rationales behind a customer’s needs may require motivational training emphasising the beliefs and principles behind your customer service philosophy. Training in the skills associated with diplomatic conversation may help as well to instill the professionalism needed for communicating a sense of trust with customers.



**Considerations for Employee Development**

Assertiveness training that emphasises diplomacy and etiquette may help to improve what appears to be a low level of tactfulness in Mr. Sample. While probably aware of the basic fundamentals of appropriate social skills, his motivation to put these skills in practice may be the relevant case here. Shadowing a co-worker who has accomplished this skill set may be of the most use for him.

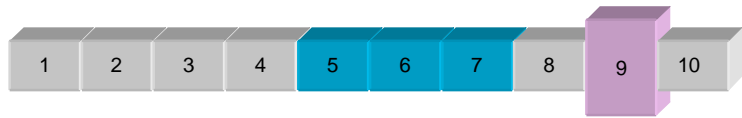


**Considerations for Employee Development**

Mr. Sample demonstrates an extraordinarily high score on the Empathy scale, identifying with virtually every customer with whom he has contact. This is certainly admirable and impressive, but could create the problem of over-sympathising with the feelings of the customer. His professionalism may need some development through training in appropriate customer service procedures.

**Customer Service Perspective**

**Focus** – Tendency to stay on target regardless of distractions

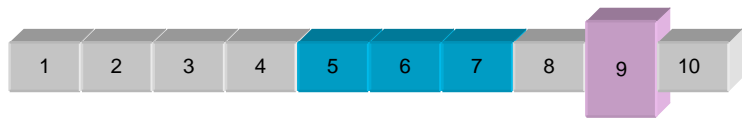


**Pattern 5-7    Score 9**

**Considerations for Employee Development**

Mr. Sample demonstrates a level of Concentration that is steadfast and poised. However, he may demonstrate such a strong focus that he can potentially become unaware that changes in his approach are needed to perform more efficiently. Redirection of his focus may be required at such times.

**Flexibility** – Tendency to explore new approaches to doing things



**Pattern 5-7    Score 9**

**Considerations for Employee Development**

Thomas exhibits an excitement concerning change that may sometimes detract from other concerns that are more relevant to his immediate goals. One means to redirect his thinking may be to make clear the reasons behind the present procedural format and to make obvious the need to take small methodical steps when confronting the need for change.