

*Great customer service begins with people who are naturally inclined to serve others.*



## Exceptional Employees Build Long-term Customer Loyalty

How does a business improve its customer service?

Great customer service starts with people who have a natural inclination to be of service to others. They care because caring satisfies one of their fundamental needs. To them, serving others isn't a business strategy; it is a way of life.

To save money, many businesses have downgraded their customer service. Offering "the lowest price" is one important factor in appealing to customers, but it is a gamble.

The old saying, "You get what you pay for," is still true in many cases. Many consumers think of customer service as a lost art, so they are especially delighted when they can do

business with people who will "go the extra mile" for them.

Finding employees with good service instincts is not difficult when you have the right selection tool. Profiles International's Customer Service Profile™ is just that tool. This scientifically developed assessment is an effective means for building a staff of exceptional employees who will professionally represent your business, products and services.

People who have an instinct for serving others are the reason customers return, develop long-term loyalty and recommend your business to others.

In addition to helping you select employees with service attitudes, the Customer

Service Profile™ establishes a comprehensive customer service perspective that will extend throughout your entire organization.

Using the standards typical for your industry as a guide, you will set your own customer service perspective and measure both employees and job candidates to see how they match your expectations. This serves as the basis for effective training and management.

A clearly defined and understood customer service program aids communication and prevents problems.

By choosing and aligning employees with the Customer Service Profile™, your company can build a reputation for exceptional customer service.