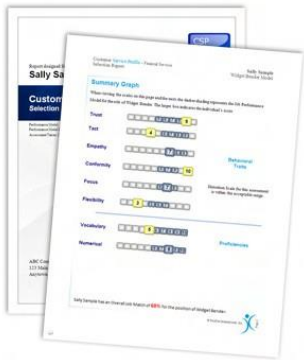


Customer Service Profile™



The **Customer Service Profile™** (CSP) measures how well a person fits specific customer service jobs in your organization. It is used primarily for selecting, on-boarding and managing customer service employees.

The CSP also looks at what your current and future employees believe is a high level of customer service, while at the same time showing where they align (or not) with the company's perspective. We have a general industry version of this assessment as well as vertical specialties in hospitality, healthcare, financial services, and retail.

Why assess customer service people?

Given the opportunity to land a new job or to be promoted, people may tell you what you want to hear instead of the truth. Additionally, so much of their success depends on the specific type of job and the organization in which they would work. Success seldom transfers automatically. The cost of a bad hire that is customer-facing is very high considering the hiring and ramp-up costs, poor productivity, lost revenue, and potential damage to the organization's reputation.

The CSP gives you an objective, inside look at the behaviors and motives of customer service job candidates to help you make better hiring, promotion and organizational decisions. Giving this information to managers helps them be more effective and get the very most from their people.



How does the Customer Service Profile work?

Prior to assessing candidates, our experts help you develop peak performance models for your customer service jobs in multiple questions that you will use to compare job candidates against. Once established, our clients deliver the CSP to their candidates over the Internet -- hiring managers or an HR administrator simply forwards a link.

The assessment does not need to be monitored, so the candidate can take it from any computer with Internet access. The system instantly scores the assessment and informs the hiring managers where they can access the results.

The hiring manager can use the results as a screening tool or to assist them in the interviewing, selection or on-boarding process.

Start with good people who are right for the job; train and motivate them; give them opportunity to advance; and your organization will succeed.

- J.W. Marriott



imagine great people®

DEFINES	Client customer service practices and the alignment of an employee or candidate to those practices
MEASURES	<p>A. Employee or Candidate’s Customer Service Perspective</p> <p>B. Individual’s Behavioral Characteristics:</p> <ul style="list-style-type: none"> • Trust • Empathy • Focus • Tact • Conformity • Flexibility <p>C. Individual’s Proficiencies:</p> <ul style="list-style-type: none"> • Vocabulary • Numeric
TIME TO TAKE	45 minutes
CUSTOMIZABLE	<ul style="list-style-type: none"> • Develop unique Company Service Perspective • Develops Performance Models by department
INDUSTRY VERSIONS	<ul style="list-style-type: none"> • General • Hospitality • Health Care • Financial Services • Retail
REPORTS	<ul style="list-style-type: none"> • Selection Report • Individual Report • Candidate Report <ul style="list-style-type: none"> • Customer Service Alignment • Coaching Report • Company Service Perspective
VALIDATION STUDIES	2003, 2006, 2008, 2009
ADMINISTRATION	Internet or Paper/Pencil
SCORING	Internet

Jim McKelvey

Great Lakes Profiles, Inc.
 167 Park Island
 Lake Orion, MI 48362
 (248) 693-3328
Jim@greatlakesprofiles.com

