

# *Spann & Associates*

## **Customer Service Synopsis**

**Prepared for:**

*Demo Sample*

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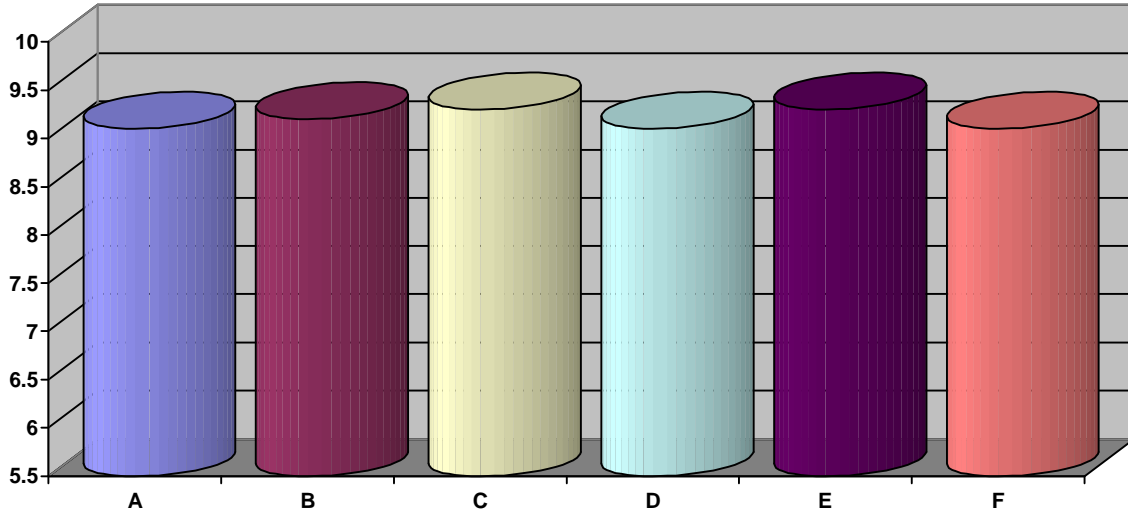
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## Customer Service Synopsis

### OVERVIEW GRAPH



<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>6.0 to 8.29</b>

**A) Relating With Customers (Secondary Strength)** — The ability to see, understand and relate with customers in an objective, unbiased manner.

**B) Communicating With Customers (Secondary Strength)** — The ability to listen to customers, evaluate what is important and respond effectively.

**C) Handling Customer Rejection (Secondary Strength)** — The ability to maintain a strong sense of inner self worth regardless of circumstances.

**D) Job Related Attitudes (Secondary Strength)** — The ability to work within the organizational guidelines, policies and procedures to get things done.

**E) Problem Solving Capacity (Secondary Strength)** — The ability to identify potential customer problems and generate effective solutions.

**F) Personal Work Attitudes (Secondary Strength)** — The ability to feel a sense of purpose and satisfaction in one's work.

## **Customer Service Synopsis RELATING WITH CUSTOMERS**

<b>Capacity</b>	<b>Primary Strengths</b>	<b>Secondary Strengths</b>	<b>Secondary Development</b>	<b>Primary Development</b>
Attitude Toward Customers		ü		
Prejudice/Bias Index		ü		
Reading Customer Needs		ü		
Valuing Future Business		ü		
Patience With Customers		ü		

### **RELATING WITH CUSTOMERS:**

This capacity measures the ability to see and appreciate customer needs and interests and the ability to deal with customers in a concerned and objective manner.

#### **Attitude Toward Customers:**

This component measures one's ability to be positive, objective and tolerant with customers.

#### **Reading Customer Needs:**

This component measures one's ability to see and understand the needs and interests of customers.

#### **Patience With Customers:**

This capacity measures one's ability to see and accept customers as they are.

#### **Prejudice/Bias Index:**

This component measures the degree of prejudice and bias in attitudes towards others.

#### **Valuing Future Business:**

This component measures one's ability to develop and maintain a positive, realistic attitude about future business with customers.

**Customer Service Synopsis**  
**COMMUNICATING WITH CUSTOMERS**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Listening To Customers		ü		
Evaluating What Is Said		ü		
Developing A Response		ü		
Talking At The Right Time		ü		
Understanding Attitudes		ü		

**COMMUNICATING WITH CUSTOMERS:**

This capacity measures a person's ability to listen to and respond to the customer in an objective, effective and efficient manner.

**Listening To Customers:**

This component measures how well an individual listens without imposing personal biases and expectations.

**Developing A Response:**

This component measures how well one can construct alternatives which address issues in a clear, understandable manner.

**Understanding Attitudes:**

This component measures one's ability to be tolerant and understanding of other viewpoints.

**Evaluating What Is Said:**

This component measures the ability to focus on crucial issues in an objective manner.

**Talking At The Right Time:**

This component measures how well one can decide what to say and when to say it.

**Customer Service Synopsis**  
**HANDLING CUSTOMER REJECTION**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Esteem		ü		
Self Assessment		ü		
Self Confidence	ü			
Self Control		ü		
Sensitivity To Others		ü		

**HANDLING CUSTOMER REJECTION:**

The ability to see and appreciate one's self worth, to develop ego strength such that one can maintain self identity and self worth apart from how well one meets internal self expectations or the expectations and standards of others.

**Self Esteem:**

The capacity to see and appreciate one's unique worth and individuality, to see and understand 'Who One Is' apart from one's social/role or ideal self image.

**Self Assessment:**

The ability to realistically see and understand one's strengths and limitations, to know one's potential for success as well as one's limitations.

**Self Confidence:**

The ability to develop and maintain inner strength based on the belief that one will succeed.

**Self Control:**

The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

**Sensitivity To Others:**

This capacity indicates the degree to which one can be objective about others without allowing personal feelings, positive or negative, to get in the way of making decisions.

**Customer Service Synopsis**  
**JOB RELATED ATTITUDES**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Meeting Established Standards		ü		
Doing Things Right		ü		
Attention to Policies and Procedures		ü		
Meeting Deadlines and Schedules		ü		
Attitude Toward Authority			ü	

**JOB RELATED ATTITUDES:**

This capacity measures a person's general work ethic attitudes indicating willingness to get things done in an effective and efficient manner.

**Meeting Established Standards:**

This component measures one's respect for and conformity to established norms and principles.

**Attention to Policies and Procedures:**

This component measures one's sense of respect for and commitment to organizational policies and procedures.

**Attitude Toward Authority:**

This component measures the degree of attention to and respect for organizational and social sources or authority.

**Doing Things Right:**

This component measures one's insistence on doing things right.

**Meeting Deadlines and Schedules:**

This component measures one's attention to and urgency to meet schedules and deadlines.

**Customer Service Synopsis**  
**PROBLEM SOLVING CAPACITIES**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Evaluating What To Do		ü		
Attention To Concrete Detail	ü			
Using Common Sense		ü		
Intuitive Insight		ü		
Seeing Potential Problems		ü		

**PROBLEM SOLVING CAPACITIES:**

These capacities measure the ability to see and understand what the crucial issues are in problem situations and to identify workable solutions.

**Evaluating What To Do:**

This component measures one's ability to identify issues and allocate resources to solve the problem.

**Using Common Sense:**

This component measures one's ability to use practical, common sense in problem solving situations.

**Seeing Potential Problems:**

This component measures one's ability to size up situations and identify causes and solutions for problems.

**Attention To Concrete Detail:**

This component measures one's ability to see and pay attention to concrete detail, recognizing flaws in things and situations.

**Intuitive Insight:**

This component measures one's ability to rely on intuitive inner feelings for identifying problems and deciding on a fruitful direction.

**Customer Service Synopsis**  
**PERSONAL WORK ATTITUDES**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Role Satisfaction	ü			
Flexibility/Adaptability		ü		
Health-Tension Index				ü
Persistence	ü			
Consistency, Reliability	ü			

**PERSONAL WORK ATTITUDES:**

This capacity measures the ability of an individual to feel satisfied and competent in their job and to work in a persistent and consistent manner.

**Role Satisfaction:**

This component measures one's ability to feel confident and competent.

**Flexibility/Adaptability:**

This component measures the effect of dogmatic, rigid and black and white attitudes toward oneself and the world.

**Health-Tension Index:**

This component measures one's ability to balance tensions and anxieties.

**Persistence:**

This component measures one's ability to maintain direction in spite of obstacles and regardless of any circumstances.

**Consistency, Reliability:**

This component measures one's ability to maintain a sense of order, constancy and continuity in one's decisions, to reliably handle the transfer of decision to action.

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## ***Customer Service Synopsis*** **PRIMARY STRENGTH COMMENTS**

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### **Self Confidence: (Ability To Handle Rejection)**

You have the ability to develop and maintain realistic confidence in your capacity to perform and to live up to social and role images and expectations. Rely on the strength and realistic nature of your confidence to get things done and promote optimism around you.

### **Attention To Concrete Detail: (Problem Solving Capacity)**

You have the ability to see and understand what is happening in a practical, pragmatic way. Moreover, you have the ability to focus on things in such a way that you are able to identify both the flaws in things as well as the positive, functional worth of things.

### **Role Satisfaction: (Personal Work Attitudes)**

You are confident that what you are doing not only is what is best for you but also that your social/role accomplishments will serve a useful function for yourself and for society. This confidence and feeling of personal competence will build an urgency to get things done and to push ahead with energy and commitment.

### **Persistence: (Personal Work Attitudes)**

Your strong commitment to your inner ideals, your personal goals and beliefs about the future and your sense of what is right provides a compulsive need to push ahead and will also act as a beacon to keep you on track in difficult and confusing situations.

### **Consistency: (Personal Work Attitudes)**

You have strong confidence about what you can do which leads to a sense of comfort and acceptance with your current circumstances. Your confidence gives you a sense of personal competence and satisfaction with what you are doing and acts as a springboard to action as well as personal justification that what you are doing is right for you.

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## ***Customer Service Synopsis*** **SECONDARY STRENGTH COMMENTS**

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### **Attitude Toward Customers: (Relating With Customers)**

You have the ability to objectively and realistically evaluate both the positive and negative potential of others and as a result will likely maintain a cautiously optimistic, discrete attitude which recognizes the worth of others but maintains a cautious distance from others.

### **Freedom From Prejudice: (Relating With Customers)**

You have the ability to see and understand the uniqueness and individuality of others, to see and accept the viewpoints and perspectives of others even when they differ from yours. Your overall cautious attitudes can cause you to be more willing to accept others if they meet your expectations and standards.

### **Reading Customer Needs : (Relating With Customers)**

You have very keen insight into others which gives you the ability to evaluate their potential for both good and bad, to functionally evaluate the ability of others to perform, to see opportunities for development with others which are good for you and for them, and to be aware of the needs and concerns of others.

### **Valuing Future Business: (Relating With Customers)**

Your individualism leads you to challenge existing ways of thinking and to anticipate consequences which others may not be willing or able to see. Use your individualism to help your customers cautiously and realistically examine the consequences of their decisions.

### **Patience With Customers: (Relating With Customers)**

You have the ability to see and understand the unique needs and interests of others and the viewpoints of others which may be different from your own and can potentially be opposed to your beliefs. This understanding can serve as the basis for developing a sense of tolerance and patience with others.

### **Listening To Others: (Communicating With Customers)**

You have the ability to see and understand viewpoints which are either uninteresting to you or are contrary to your own. You are likely to place a high priority on allowing others to make their point; however, you may tend to readily critique viewpoints especially if they do not match your expectations and standards.

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## ***Customer Service Synopsis*** **SECONDARY STRENGTH COMMENTS**

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### **Evaluating What Is Said: (Communicating With Customers)**

You have the ability to realistically and objectively evaluate what others are saying identifying any potential problem areas, generating constructive alternatives for solutions, maintaining an openness to viewpoints even when they are contrary to your own and seeing all sides of an issue.

### **Developing A Good Response: (Communicating With Customers)**

You have the ability to identify and understand the consequences of your responses on others and are likely to take this information into consideration when you are developing a response. Your responses are likely to be objective but cautious and critical, especially in situations when you are dealing with opposing points of view.

### **Talking At The Right Time: (Communicating With Customers)**

You have the ability to correctly and immediately identify both what is the correct or appropriate response and when the time is right to make your point. Moreover, you are a very results oriented, pragmatic person who is likely to readily size up what needs to be said and respond immediately to those issues which you see as important.

### **Understands Attitudes: (Communicating With Customers)**

You have both the ability to see and understand the attitudes and viewpoints of others but you also have a willingness to spend the time and energy making certain that you have clearly understood what others are saying as well as making certain that you are maintaining an openness and concern in your actions and decisions.

### **Self Esteem: (Ability To Handle Rejection)**

You have a keen appreciation of your uniqueness and individuality and a realistic assessment of your ability to perform, your strengths and talent, as well as your limitations. Your self awareness and self worth can act as an anchor in difficult times and can help you maintain your worth even when things do not work out as expected.

### **Self Assessment: (Ability To Handle Rejection)**

You have the capacity to realistically see and accept your strengths and limitations. You know what you are capable of doing, what it will take to accomplish your goals, and what will give you both a sense of contribution as well as a sense of satisfaction.

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## ***Customer Service Synopsis*** **SECONDARY STRENGTH COMMENTS**

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### **Self Control: (Ability To Handle Rejection)**

You have the capacity to maintain your sense of balance and equilibrium when dealing with stressful and emotional situations, to respond rationally and objectively to problem situations.

### **Sensitivity To Others: (Ability To Handle Rejection)**

You have the ability to objectively assess not only the positive and negative potential of others but also the risk to you of becoming involved with others in personal, social and role relationships. You have the capacity to develop cautiously optimistic relationships without either becoming overly critical or too involved.

### **Meeting Established Standards: (Job Related Attitudes)**

Your strong sense of individualistic thinking combined with a cautious, skeptical attitude toward authority, structure and conformity can lead you to covertly or overtly challenge existing standards and to spend your time and energy looking for innovative, novel norms and rules and developing a flexible attitude toward standards or working to get around them.

### **Doing Things Right: (Job Related Attitudes)**

You have the ability to understand the need for doing things right but this capacity is combined with a strong sense of individualism which can lead you to covertly or overtly challenge existing ways of doing things and spend your time and energy looking for novel, unique ways of getting things done.

### **Attention To Policies And Procedures: (Job Related Attitudes)**

Your strong sense of individualism builds a compulsion to maintain respect for the individuality and rights of your customers and for insisting on organizational responsibilities and commitments. You have a knack for finding ways for taking care of customer issues, even when these ways do not fit the existing regulations or programs.

### **Meeting Schedules And Deadlines: (Job Related Attitudes)**

Your strong sense of perfectionism both about what is right for you and about what is right for the world around you generates an approach to schedules and deadlines which is based on preset, preorganized plans and programs. You have a well developed capacity for turning timetables into expectations and standards for actions and decisions.

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## ***Customer Service Synopsis*** **SECONDARY STRENGTH COMMENTS**

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### **Evaluating What To Do: (Problem Solving Capacity)**

You have an excellent ability for sizing up situations, for identifying problems, especially in difficult or confusing situations and for generating constructive alternatives for resolving problems. This ability is a combination of practical, common sense thinking and conceptual, analytical thinking ability.

### **Using Common Sense: (Problem Solving Capacity)**

You have the ability to see and pay attention to things in a practical, common sense way giving you the ability to see and understand what needs to be done and to understand how to get things done in a practical way. You tend to be 'now' oriented and to stay focused on the need for results and immediate action.

### **Intuitive Insight: (Problem Solving Capacity)**

You have a well developed ability for intuitive thinking which gives you the capacity for identifying a fruitful direction or potential problem areas by the strength of your inner, gut feelings and instincts about what is right or wrong.

### **Seeing Potential Problems: (Problem Solving Capacity)**

You have a good capacity for identifying crucial issues in complex and confusing situations and how these issues are integrated into the overall perspective of the problem situation. You know what is important and needs attention, can see the heart of the problem and can identify alternatives for resolving the problem in an effective manner.

### **Flexibility, Adaptability: (Personal Work Attitudes)**

You have the ability to see and understand what is worth your personal commitment and energy. Moreover, you have a willingness to see and accept the mistakes that you make and the ability to change direction when you do not attain the results which you desire.

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***Customer Service Synopsis***  
**SECONDARY DEVELOPMENT COMMENTS**

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**Attitude Toward Authority: (Job Related Attitudes)**

Your strong individualism will lead you to covertly or overtly disregard existing authority. You feel the need to challenge authority simply for the sake of doing so. Seek help from others to evaluate your biases against authority and to help you evaluate whether your rejection of authority is based on logic or emotion.

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***Customer Service Synopsis***  
**PRIMARY DEVELOPMENT COMMENTS**

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**Health Tension Index: (Personal Work Attitudes)**

You currently do not see or value your self as well as the world around you and as a result are subject to anxiety and stress effects. Seek assistance to identify development steps to reduce this stress and spend time and energy doing things you like to do, which can help to relieve the anxiety and stress symptoms.