



# AccuVision™ Customer Service System

**GROUP REPORT**

**for**

**ABC Company**

**Submitted by:**



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## SKILL RATINGS AND RANKINGS

SKILL	RANK ORDER	PERFORMANCE LEVEL
Customer Relations	3	Below Average
Judgment	1	Average
Solicits New or Additional Business	2	Below Average

n = 117

## FREQUENCY TABLE

<b>SCORE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
3 or less	30	25.6%
4	25	21.4%
5	19	16.2%
6	23	19.7%
7	9	7.7%
8	5	4.3%
9 or more	6	5.1%

n = 117

## PERCENTAGE OF PEOPLE WITH SIMILAR SKILL RANKINGS

SKILL	RANKING		
	1	2	3
Customer Relations	24.8%	31.6%	43.6%
Judgment	54.7%	27.4%	18.0%
Solicits New or Additional Business	22.2%	39.3%	38.5%

n = 117

**PERCENTAGE OF PEOPLE SCORING BETTER  
THAN 65% OF THE PEOPLE IN THE  
ACCUVISION DATABASE**

<b>SKILL</b>	<b>% OF PEOPLE WITH AN X AT PERFORMANCE LEVEL</b>
Customer Relations	27.4%
Judgment	50.4%
Solicits New or Additional Business	31.6%

n = 117

**THE FOLLOWING PAGES INCLUDE  
THE PERFORMANCE DEVELOPMENT STRATEGIES  
FOR THE SKILL(S) WHERE THE GROUP'S  
PERFORMANCE LEVEL WAS BELOW AVERAGE.**

# AccuVision<sup>TM</sup> Customer Service System

## **SKILL: CUSTOMER RELATIONS**

### **TASK: Explains policies and procedures to customers.**

- Provide information in a simple and easy to understand manner. Avoid "technical" terms that the customer may not clearly understand.
- A large number of policies and procedures affect your interactions with customers. In addition to simply understanding the policies/procedures, it is important to understand why they exist.
- Bear in mind that although policies or procedures may not allow you to comply with a customer's direct request, alternative courses of action may allow you to fully or partially meet the actual needs of the customer.
- If a customer's request cannot be accommodated because of policy or procedure, attempt to explain why the policy/procedure exists. No customer wants to be told that a request can't be met simply because the request is "against our policy."
- In many instances where a customer feels inconvenienced by policies/procedures, it may be possible to explain how the policy/procedure actually benefits the customer.
- Through discussions with your supervisor, develop a clear understanding of the policies/procedures that have some degree of flexibility versus those that do not, and clarify the limits of your personal authority to make exceptions.
- If you are unable to comply with a customer's request because of policy, try to create a positive image of the company by showing empathy for the customer's situation. Apologize for any inconvenience the customer may have as a result of the policy and your inability to meet his/her request.

# AccuVision<sup>TM</sup> Customer Service System

## **SKILL: CUSTOMER RELATIONS**

### **TASK: Deals with customers regarding service/product complaints.**

- Even though you may have done nothing to contribute to a customer's problem, take personal ownership for resolving the problem. From the customer's perspective, you represent the company. Avoid placing blame on others or pointing out that you are not responsible for causing the problem.
- Occasionally an angry customer may verbally attack you for a real or imagined problem. As soon as possible, ask the customer to explain the specifics of the problem. If you can get the customer focused on the problem and you demonstrate a concern for resolving the problem, the customer may become calmer.
- Even though you may be required to involve others in actually resolving the customer's problem, indicate to the customer that you will personally take the actions necessary to find a solution to the problem. Avoid giving the customer the impression that you are simply "passing" the problem on to others for action.
- Bear in mind that although policies or procedures may not allow you to comply with a customer's direct request, alternative courses of action may allow you to fully or partially meet the actual needs of the customer.
- Occasionally, when a customer is angry because of problems with a product or service, it may be necessary to allow the customer to vent his/her frustrations. Remember that the customer is generally angry at the situation or the circumstances, not at you personally. Retain control of the situation by remaining calm and guiding the customer toward finding a solution to the problem/situation as soon as possible.
- Customers who experience a problem will often ask to speak directly with a supervisor. Before passing such calls on to the supervisor, attempt to question the customer on the nature of the problem, facts surrounding the situation, etc. If possible, attempt to handle the call personally.
- Each time you deal with a customer, who has experienced a problem, treat the situation as though it were a "sales" opportunity. Dissatisfied customers have a wide range of other companies to choose from. Retention of existing customers is an important aspect of customer service positions.

# AccuVision<sup>TM</sup> Customer Service System

## **SKILL: CUSTOMER RELATIONS**

### **TASK: Contacts customers to discuss/resolve problems.**

- Be proactive and attempt to make the customer's job easy. If you must research a customer's problem and contact the customer at a later time, take the initiative to call the customer back. Avoid asking the customer to call you back.
- Take ownership for solving the customer's problem. After you have taken the necessary actions to deal with the customer's problem, identify yourself to the customer and encourage him/her to contact you if any additional actions are necessary.
- When a customer voices a complaint or problem, apologize and demonstrate concern for any inconvenience caused the customer. Remember that what may seem a slight or minor problem to you may be a very significant issue to the customer.
- If a customer has experienced a recurring problem, in addition to explaining the cause of the problem, explain to the customer the actions that will be taken to insure that the problem does not continue.
- If it is necessary to explain the cause of a problem to a customer, keep your initial explanations brief and to the point. If the customer requires more information, he/she will ask for it. It is usually unnecessary to provide a long and detailed explanation of the events that caused a problem and doing so may only create additional questions or concerns in the customer's mind.
- Accept ownership for problems or complaints. Even though you may have had nothing to do with a problem, you represent the organization to the customer. Avoid blaming "others" or "procedures" for problems that occurred.

# AccuVision<sup>TM</sup> Customer Service System

## **SKILL: SOLICITS NEW OR ADDITIONAL BUSINESS**

### **TASK: Solicits new/additional business from customers.**

- Recognize that most direct contacts with a customer represent a sales opportunity. For the large majority of customers, the individual with whom they have the most contact is a customer service representative.
- Recognize that your sales activities directly benefit the customer. Encouraging customers to explore additional services and/or products can directly benefit the customer.
- Become familiar with how individual products and services can benefit different types of customers. To successfully influence a customer's purchase decision you must not only explain how a product/service works, but also how it will benefit the individual customer.
- Set specific goals for your sales activities. For example, set a daily goal for the number of customers with whom you'll explore sales opportunities.
- Keep a list of customers' most common reasons for electing not to purchase specific products/services. Discuss the list with your supervisor or more experienced personnel and find out how others successfully deal with similar situations.
- When discussing the benefits of a product/service with a customer, tailor your comments to the specific customer. Attempt to understand the needs of the particular customer by asking questions. Then tailor your comments in light of the information you've learned about the customer's needs and wants.

# AccuVision<sup>TM</sup> Customer Service System

## **SKILL: SOLICITS NEW OR ADDITIONAL BUSINESS**

### **TASK: Solicits pertinent information from customers to clarify their inquiry or complaint.**

- Make it a practice to keep a note pad and pencil at your work station. Make notes on the pertinent facts provided by the customer and any follow-up actions you commit to perform. If the customer's situation cannot be resolved immediately, don't rely simply on your memory.
- Ask questions in an open-ended manner. Questions such as, "Can you tell me more about how you handled the problem?" will enable you to gather more detailed information.
- After a customer has explained the facts surrounding a situation, restate the key points to the customer. This will help to ensure that you have accurately heard the information provided by the customer and will assist in preventing a misunderstanding by either party.
- If follow-up action is required to resolve a customer's problem, at the end of your conversation summarize the actions that will be taken and within what time-frames they will occur. This will assist in preventing a misunderstanding by either party as to what will be done.
- Recognize that direct contact with the customer represents a sales opportunity. Gathering information from the customer may offer clues to a need for additional products or services. Use the information provided by the customer to determine which additional products or services would best benefit him or her.