

# THE CUSTOMER SERVICE ATTRIBUTE INDEX™

**John Doe**

Manager

TTI

1-1-2003

# CRITICAL SUCCESS ATTRIBUTES

## COMPONENT ANALYSIS FOR : John Doe

**ATTITUDE TOWARD OTHERS:** To what extent does John tend to maintain a positive, open and objective attitude toward others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**EMOTIONAL CONTROL:** To what extent does John tend to maintain a rational and objective demeanor when faced with a stressful or emotional situation? Will he usually act objectively, rather than impulsively and emotionally?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.3 EX

**EMPATHETIC OUTLOOK:** What is John's present capacity to perceive and understand the feelings and attitudes of others or to place himself in the shoes of another?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

**JOB ETHIC:** How strong is John's personal commitment to the execution of a specific task?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.8 EX

**PERSONAL ACCOUNTABILITY:** How likely is John to be responsible for the consequences of his own decisions and actions and not shift the focus or blame for poor performance to somewhere else or on others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.5 EX

**PROBLEM AND SITUATION ANALYSIS:** To what degree can John identify the critical activities in a process? Is he able to break down the process into its component activities and understand what needs to be corrected?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

The following scale is used throughout the report.

- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

# CRITICAL SUCCESS ATTRIBUTES

## COMPONENT ANALYSIS FOR : John Doe

**RESPECT FOR POLICIES:** To what extent does John appreciate the value of conducting business affairs according to the intent of company policies and standards?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.7 EX

**SELF CONFIDENCE:** To what degree does John tend to develop and maintain an inner strength based on the desire to succeed and on his belief that he possesses the capabilities to succeed?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.1 FAIR

**SELF DISCIPLINE AND SENSE OF DUTY:** How strongly does John feel the need to be consistent and true to himself in his actions? Can he rule his own conduct and remain true to his ideals?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.6 VG

**UNDERSTANDING ATTITUDE:** How good is John at reading between the lines or understanding the body language, reticence, stress, and emotions of others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.3 FAIR

The following scale is used throughout the report.

- 0 to 5.0 = POOR
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- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

# THE CUSTOMER SERVICE ATTRIBUTE INDEX™ SUMMARY

*This summary is of the information presented in the remaining pages of the report. We've placed it here, ahead of the supporting information, to give you an overall picture and provide a quick glance at the individual strengths and weaknesses of the respondent.*

## COMPONENT ANALYSIS FOR : John Doe

### COMMUNICATING WITH CUSTOMERS

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.5 FAIR

### CONFLICT AND PROBLEM RESOLUTION

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.4 FAIR

### RELATING WITH OTHERS

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.5 FAIR

### SELF MANAGEMENT

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.5 FAIR

### WORK ATTITUDE

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.9 POOR

### WORK ETHIC

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.0 FAIR

The following scale is used throughout the report.

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# COMMUNICATING WITH CUSTOMERS

*"How well does John communicate with customers?" This measures John's ability to listen to and respond to the customer in an objective, efficient and professional manner.*

## COMPONENT ANALYSIS FOR : John Doe

**EVALUATING WHAT IS SAID:** How open is John toward other people and how willing is he to hear what others are saying, rather than what he thinks they should say or they are going to say?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.0 FAIR

**HUMAN AWARENESS:** At this time, is John sufficiently capable of being conscious of the feelings and opinions of others? Does he see the unique individual value of other people instead of just seeing their organizational role or value?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.2 POOR

**SENSE OF TIMING:** How good is John at evaluating a situation in such a way that statements, decisions, and actions are the most effective, accurate, and timely?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.5 FAIR

**SURRENDERING CONTROL:** How comfortable is John with surrendering control of a given situation or its outcome to another person or a group of people, or does he feel a strong need to retain control himself?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.5 FAIR

**UNDERSTANDING ATTITUDE:** How good is John at reading between the lines or understanding the body language, reticence, stress and emotions of others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.3 FAIR

# CONFLICT AND PROBLEM RESOLUTION

*"Will John diffuse a conflict, or will he fuel it?" This measures John's ability to resolve a problem or conflict which involves people or customers.*

## COMPONENT ANALYSIS FOR : John Doe

**EMOTIONAL CONTROL:** To what extent does John tend to maintain a rational and objective demeanor when faced with a stressful or emotional situation? Will he usually act objectively, rather than impulsively and emotionally?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.3 EX

**INTEGRATIVE ABILITY:** Currently, what is John's capability for identifying the elements of a problem situation, understanding which components are critical, and then deciding what to do?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.9 FAIR

**INTUITIVE DECISION MAKING:** How accurately does John compile intuitive perceptions about a situation into an appropriate decision or action?

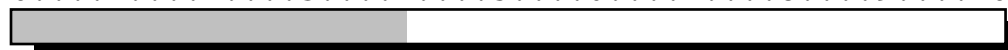
0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**PROBLEM AND SITUATION ANALYSIS:** To what degree can John identify the critical activities in a process? Is he able to break down the process into its component activities and understand what needs to be corrected?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**SEEING POTENTIAL PROBLEMS:** What is John's aptitude for structuring current situations in an ongoing scenario and being able to identify developments that could cause problems in the future?

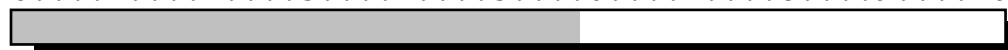
0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.8 FAIR

**USING COMMON SENSE:** What is John's ability to focus on practical thinking, to see the world clearly, and to make common sense decisions?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.8 FAIR

# RELATING WITH OTHERS

"How well does John relate with others?" This measures John's ability to understand and appreciate customer needs and to deal with customers in a concerned but objective manner.

## COMPONENT ANALYSIS FOR : John Doe

**ATTITUDE TOWARD OTHERS:** To what extent does John tend to maintain a positive, open and objective attitude toward others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**EMOTIONAL CONTROL:** To what extent does John tend to maintain a rational and objective demeanor when faced with a stressful or emotional situation? Will he usually act objectively, rather than impulsively and emotionally?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.3 EX

**FREEDOM FROM PREJUDICES:** How well can John readily prevent prejudices from entering into and affecting an interpersonal relationship?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.7 VG

**HANDLING REJECTION:** How well does John tend to avoid taking rejection or criticism in an overly personal manner? Does he tend to value himself based too much on his external accomplishments, rather than based on his internal self-belief?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**RELATING TO OTHERS:** How well does John gain personal insight into others, and how effectively does he coordinate that information and knowledge of others into productive interactions?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.4 EX

**EMPATHETIC OUTLOOK:** What is John's present capacity to perceive and understand the feelings and attitudes of others or to place himself in the shoes of another?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

# SELF MANAGEMENT

*"Is John an effective manager of John?" This category takes a look at how John manages himself and the capacity he has to develop himself.*

## COMPONENT ANALYSIS FOR : John Doe

**HANDLING STRESS:** What is John's ability to balance and defuse inner tensions and stress? Such tensions, if allowed to build up, might interfere with his ability to perform up to his potential.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**PERSONAL ACCOUNTABILITY:** How likely is John to be responsible for the consequences of his own decisions and actions and not shift the focus or blame for poor performance to somewhere else or on others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.5 EX

**SELF ASSESSMENT:** How proficient and practiced is John at taking his ability to evaluate the skills and techniques of others and turning it inward to evaluate himself in a similar fashion?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.9 FAIR

**SELF CONFIDENCE:** To what degree does John tend to develop and maintain an inner strength based on the desire to succeed and on his belief that he possesses the capabilities to succeed?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



6.1 FAIR

**SELF CONTROL:** What is John's tendency to remain calm and cool under pressure? Whereas "Emotional Control" relates to John's external actions when stressed, this capacity is an assessment of his ability to remain calm inside.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.7 VG

**SELF DISCIPLINE AND SENSE OF DUTY:** How strongly does John feel the need to be consistent and true to himself in his actions? Can he rule his own conduct and remain true to his ideals?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.6 VG

# WORK ATTITUDE

*"What attitude does John bring to work everyday?" This measures John's ability to feel satisfied and competent in his job and to work in a persistent and consistent manner.*

## COMPONENT ANALYSIS FOR : John Doe

**CONSISTENCY AND RELIABILITY:** How strong is John's internal need to be conscientious in his personal or professional efforts, to be both consistent and reliable in his life roles?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.7 VG

**FOLLOWING DIRECTIONS:** To what degree does John tend to hear, understand and follow directions or instructions effectively? This is his willingness to postpone making personal decisions or taking action until he has listened to what he is being asked to do.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**HANDLING STRESS:** What is John's ability to balance and defuse inner tensions and stress? Such tensions, if allowed to build up, might interfere with his ability to perform up to his potential.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**PERSISTENCE:** How likely is John to stay the course in times of difficulty? Does he readily face adversity and obstacles without flinching?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.4 VG

**PERSONAL ACCOUNTABILITY:** How likely is John to be responsible for the consequences of his own decisions and actions, and not shift the focus or blame for poor performance to somewhere else or on others?

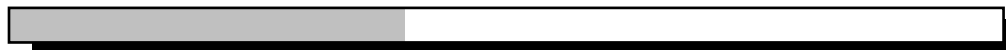
0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.5 EX

**ROLE CONFIDENCE:** How clearly does John see his role in the world or at work? Does he view it as being positive, practical and functional, and does he see himself as valuable in that role?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

# WORK ETHIC

*"Is John a hard and honest worker?" This is an overall assessment of John's work ethic. It involves his ability to meet pre-set standards, respect company policies and property, possess a strong work ethic, and make decisions which take into consideration the needs of everyone involved (e.g. himself, others and the company).*

## COMPONENT ANALYSIS FOR : John Doe

**ATTITUDE TOWARD HONESTY:** Is John open to being honest even when it involves reporting his own lack of results or the dishonesty of others?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**BALANCED DECISION MAKING:** The ability to be objective and to evaluate fairly the different aspects of a situation is very important. How well does John make ethical decisions that take into account all aspects and components involved?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



4.0 POOR

**JOB ETHIC:** How strong is John's personal commitment to the execution of a specific task?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.8 EX

**MEETING STANDARDS:** How clearly is John able to see and understand the basic requirements established for a job and how committed will he then tend to be in meeting them?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



5.5 FAIR

**RESPECT FOR POLICIES:** To what extent does John appreciate the value of conducting business affairs according to the intent of company policies and standards?

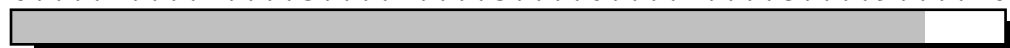
0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.7 EX

**RESPECT FOR PROPERTY:** What is John's understanding and appreciation for the value of protecting and using company property correctly?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.5 EX