

Now, survey your customers, get feedback on the service your people are providing, and tie service quality to your organizational change initiatives.



Customer ServiceStyles™

Promote customer satisfaction through constructive service styles.

Marketing experts recommend that your customer surveys tap three basic dimensions:

1. **Satisfaction** – Does the quality of service meet customer's expectations?
2. **Customer Loyalty** – Is the customer likely to do repeat business with you?
3. **Word-of-Mouth** – Would the customer recommend your organization to others?

Human Synergistics recommends you also measure the service styles that promote (or work against) satisfaction, customer loyalty, and word-of-mouth:

Constructive Service Styles – Service providers interact with customers and approach their jobs in positive ways that enable them to fulfill their needs for growth, relationships, and performance.

Passive/Defensive Service Styles – Service providers interact with customers in “safe” ways designed to promote the fulfillment of their needs for security and acceptance by the organization and work group.

Aggressive/Defensive Service Styles – Service providers approach their jobs in forceful ways designed to promote the fulfillment of their needs for security and status within the organization and work group.

These styles, which can be assessed from the perspective of either internal or external clients, are critical targets for individual and organizational change and development programs.

PRODUCT APPLICATION

Measure both **service styles** and **outcomes**:

- Identify the Constructive styles that are promoting satisfaction, customer loyalty, and word-of-mouth recommendations
- Identify the Defensive styles that are interfering with customer satisfaction
- Analyze your customer service styles results in terms of your organization's culture (using the *Organizational Culture Inventory®* (OCI))
- Develop and monitor individual change programs using Human Synergistics' other diagnostic instruments (including the *Life Styles Inventory™*)