

*Great retail customer service begins with people who are naturally inclined to serve others.*



## The Service Your Employees Provide Creates Loyal Customers

The daily challenges of retail business - intense competition, frequent employee turnover and daily struggles to satisfy consumer demands - emphasize the importance of good customer service.

While some customers find low prices appealing enough to attract their business, other consumers consider customer service to be the most important factor in their shopping experience. They are especially delighted when they find stores that are competitive and make the effort to "go the extra mile" for them. They want quality merchandise, value for their money and courteous employees.

In your retail business, your employees must serve customers in a manner that builds loyalty, minimizes problems and upholds your reputation. To successfully maintain such a customer-service balancing act requires

good communication skills, tact and a be-of-service attitude. Not everyone who works in retail has these qualities, but some people are naturally born with them.

When you staff your business with people who are naturally inclined to be of service to others, you can expect your customers to be satisfied. These employees care about service, not because of the pay or benefits they receive, but because it is a way of life for them.

Finding employees who consider service to others to be second nature is not difficult when you have the right tool. Profiles International's Customer Service Profile<sup>™</sup> is that tool.

This scientifically developed assessment gives you an effective method for building a staff of exceptional service-oriented employees. Such employees are the reason

customers come back, develop long-term loyalty and recommend your business to others.

The Customer Service Profile is also a tool for establishing a comprehensive customer service perspective that extends throughout your entire organization.

Using the standards typical for the retail industry as a guide, you will set your own customer service perspective and measure both employees and job candidates to see how they match your expectations. This serves as the basis for effective training and management.

A clearly defined and understood customer service program aids communication and prevents problems.

The Customer Service Profile<sup>™</sup> helps build your company's reputation for exceptional customer service and creates long-term, loyal customers.