

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



## The Service Your Employees Provide is Key to Customer Loyalty

Increased competition in the financial industry has amplified the importance of providing great customer service. Your employees' attitudes and practices can determine customer loyalty, shape your firm's reputation and ultimately affect your profit or loss.

Every day, your customers not only need their questions answered and problems solved, but they also want their concerns treated with empathy. So how do you ensure that your employees will be able to take care of your customers' needs?

Efforts like training programs, campaigns or contests to encourage courtesy and helpfulness might motivate your employees for a time, but if they do not have a natural inclination to be of service to others, they will not succeed in meeting your customers'

needs over the long term.

Studies have repeatedly shown that customers appreciate businesses that provide quality service and will "go the extra mile" for them. Great service is not a luxury; it is essential and expected.

Establishing a first-class customer service system is not difficult when you have the right tool. Profiles International's Customer Service Profile™, an assessment specific to the financial industry, was scientifically developed as an effective tool for building a staff of exceptional employees.

The service your employees provide will be a key reason that customers develop long-term loyalty and recommend your products and services to others.

In addition to helping you select employees with "be-of-service" attitudes, the Customer Service Profile™ establishes a comprehensive customer service perspective that will extend through your entire organization.

Using the standards typical for the financial 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™ helps build your firm's reputation for exceptional customer service and retains your customers' accounts.