

# Take control of the situation.

Help your customer service reps gain the skills they need to succeed.

In the "How to Fix Customer Service" report from Harvard Business Review, a survey by CEB categorized customer service reps into **7 different profiles**. Those who control the situation were found to be more effective than those who empathize and are overly apologetic.



**Reps defined as Controllers were found to perform the best.**

Yet they only account for 15% of the current workforce.

## Qualities of a Successful Representative.



### NEXT ISSUE AVOIDANCE

They may keep customers on the phone a bit longer, but they do so to prevent a second call.



### EXPERIENCE ENGINEERING

They use language in purposeful ways to influence outcome.



### TAILORED SERVICE

They provide service based on each customer's personality and the nature of their problem.

But just because the majority of representatives don't currently hold these skills, doesn't mean they can't learn.

**50%**

Adopting a network judgement climate in place of a compliance climate sees **50%** better performance.

A more collaborative environment allows reps to learn from one another and freely share their experiences.

GIVE YOUR CUSTOMER SERVICE REPS THE TOOLS TO SHARE KNOWLEDGE AND SOLVE PROBLEMS.

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