

MEASURING SALES & SERVICE CULTURE

COMPARATIVE REPORT

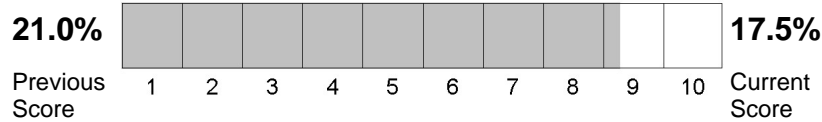
All Receptionists

26/03/2009

Gaffin Associates

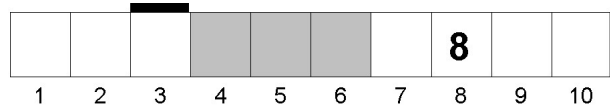
COMPARATIVE REPORT

DEVELOPMENT GAP SCORE



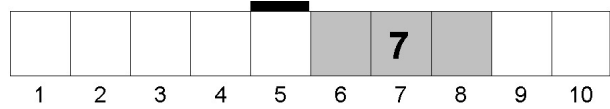
Maximising Sales Opportunities

Looking for every opportunity to persuade customers to buy products and services.



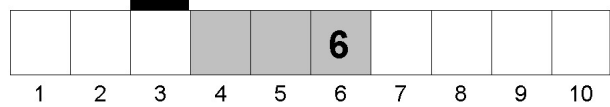
Acquiring Knowledge

Understanding the products and services provided by the organisation



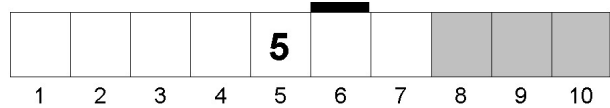
Thinking Ahead

Identifying customer service problems or issues before they arise.



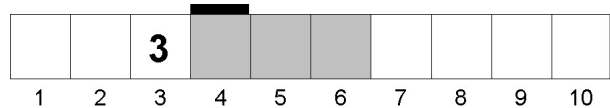
Relating to Customers

Displaying a positive, friendly and informal manner with customers.



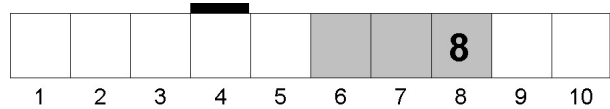
Exceeding Customer Expectations

Going beyond customer expectations in terms of the service provided.



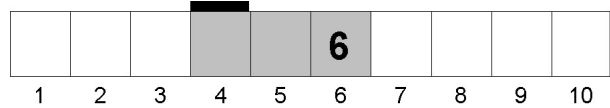
Providing Information

Educating customers about products and services that may be of interest to them.



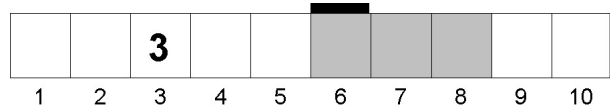
Understanding Customer Behaviour

Analysing why customers behave as they do and adapting accordingly



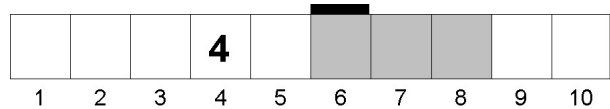
Taking Action

Showing a sense of urgency on behalf of customers and actioning requests quickly.



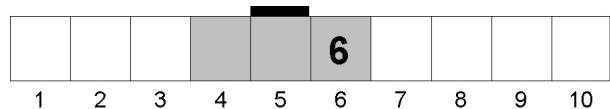
Organising Work

Undertaking work in a well-organised and systematic way.



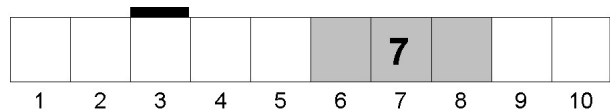
Cooperating With Others

Working effectively with colleagues and other departments.



Maintaining High Standards

Striving for excellence by paying attention to important detail.



Delivering on Promises

Ensuring promises are kept by following through on customer requests.

