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# Attitudes for Service

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Participant Manual



# Customer Service Attitudes Assessment

Read each statement and rate yourself by checking the most appropriate response. Be honest—the purpose of this assessment is to identify areas for improvement.

	Yes	Sometimes	No
1. I enjoy my job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I demonstrate empathy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I control my emotions in high-pressure situations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I keep criticism in perspective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I am approachable when under pressure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I am receptive to input.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I am polite.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I take action to resolve conflict situations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I solve problems instead of complaining about them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I demonstrate respect for my customer's time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I follow up to build loyalty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I am genuinely interested in solving my customer's problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I listen for understanding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I show respect for the other person.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I show the same respect for internal customers as external.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. I listen for cross and up-selling opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I ask a minimum of questions to get maximum information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I like using the phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. I am friendly over the phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. I identify myself during every call.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. I always get the person's name.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. I prepare before making a call.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. I always thank the caller.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. I use conversational language on the phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. I work at becoming better over the phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Four Drivers of Customer Service

Drivers move us in the direction we want to go. The following four drivers are essential to meet our objective of conveying attitudes for service. Superior customer service is driven by our abilities to express these four attitudes to the customer.



**Helpfulness:**

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**Genuine Interest:**

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**Understanding:**

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**Respect:**

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