



Qualities of a Customer-Centric Employee or Agent

QUALITY

HOW THIS QUALITY SUPPORTS CUSTOMER CENTRICITY

SKILLS AND ATTITUDES OF AN EMPLOYEE OR AGENT WHO EXHIBITS THIS QUALITY

1. Empathy

Allows people to see, understand, and appreciate the world from a viewpoint other than their own

- Understands the needs, aspirations, and anxieties of customers – without judging
- Analyzes constraints, challenges, costs, benefits, opportunities, and risks from a customer perspective
- Believes that every colleague and customer deserves to be treated fairly and with respect

2. Communication

Allows people to share information and ideas in a way that facilitates understanding and action

- Expresses him/herself clearly, confidently, and persuasively, taking into account the audience being addressed
- Listens actively and patiently before reacting
- Asks questions in the spirit of learning
- Provides and seeks candid feedback in a timely manner

3. Problem Solving

Allows people to act in the face of ambiguous, complex, or difficult situations – and arrive at results that are valuable for all involved

- Believes that problems can be solved and solutions found
- Creatively and efficiently applies available resources to achieve a desired outcome
- Is not discouraged by constraints
- Breaks down seemingly large problems into smaller issues that can be tackled more easily, either one at a time or by various people
- Embraces iteration and experimentation
- Values mistakes and failure as part of the learning process
- Wants to contribute to productive change
- Adapts tools and learning from one context to apply in another

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4. Collaboration

Allows individuals to exchange and work jointly with other individuals, especially to produce or create something

- Believes that everyone has the potential to contribute value
- Is curious about alternative perspectives
- Actively seeks and processes input from internal and external customers to inform decisions
- Leverages the expertise, networks, influence, tools, time, and energy of others to identify and implement cost-effective solutions
- Facilitates dialogue and conversation between different voices
- Strives to reconcile differences and find common ground

5. Service

Drives people to find and create opportunities to help others

- Believes it's worthwhile to invest in delivering positive and consistent customer experience
 - Aims to make each internal and external customer interaction an enjoyable and useful experience
 - Seeks insights into customer needs and constraints in order to build solutions around them
 - Represents the voice of internal and external customers in their absence
 - Has a strong personal desire to contribute to the well-being of others
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