

Customer service representatives provide after-sale support to enhance or maintain the value of the product or service purchased. They assist customers by answering questions, processing requests, handling complaints, and providing product or service support in order to ensure customer satisfaction. They are expected to place appropriate emphasis on quality of service and speed of response in their performance while upholding the organization's goals.

### Example positions

Customer Service Representative, Customer Service Agent, Client Services Representative, Customer Care Representative, Sales Coordinator, Claims Representative

## COMPETENCIES

**Service focus** – They place emphasis on creating customer loyalty by continually enhancing the customer experience. This relates to the capacity to identify and understand the needs of customers, manage expectations, and prioritize meeting and exceeding those needs.

**Accountability** – They take responsibility for their own performance and accept full ownership of issues, problems, and opportunities, regardless of the source.

**Composure and resiliency** – They are able to deal effectively with pressure, maintain focus and intensity, and remain optimistic and persistent, even under adversity. This includes the ability and propensity to recover quickly from setbacks, rejections, and conflicts and to maintain self-control in the face of hostility or provocation.

**Professionalism** – They set high standards and serve as role models for work performance, ethical conduct, and respect for others. They consistently conduct themselves in a manner that is aligned with generally accepted values and within the guidelines and best practices of their chosen profession.

**Time Management** – They focus on completing all work tasks in a timely manner, while remaining responsive enough to react to competing demands and shifting priorities. They are able to manage multiple responsibilities while being organized, keeping on top of important time-sensitive tasks, and performing all work accurately.

**Communicating** – Customer Service Representatives provide the information required by others in a concise, direct, and unambiguous way. They perceive how their message affects the receiver and strive to ensure that the receiver clearly understands the specifics and function of the message.

### Representative behaviors

- Works to understand situations from the customer's perspective
- Takes responsibility for own mistakes
- Maintains composure in challenging interpersonal situations
- Interacts with others in ways that build trust and loyalty
- Balances new requests with established priorities
- Readily shares information with the appropriate people in a timely manner



### JOB MODEL

Leading	Active Communication	Interpersonal Dynamics	Decisions	Solving Problems	Managing Processes	Self-Management
Leadership Maturity	Influence and Persuasion	Interpersonal Sensitivity	Deliberate Decision Making	Creativity and Innovation	Quality Focus	Composure and Resiliency
Leadership Communication	Conflict Management	Helpfulness	Decisiveness	Analytical Thinking	Compliance	Generating and Expressing Enthusiasm
Driving Results	Negotiating	<b>Service Focus</b>	Strategic Thinking	Learning Agility	Response Orientation	Strength of Conviction
Leading Change	Active Listening	Relationship Building	Organizational Citizenship	Scientific Acumen	Safety Focus	Achievement Motivation and Perseverance
Managing Innovation	<b>Communicating</b>	Collaboration and Teamwork	Information Seeking	Business Acumen	Process Management	Self-Awareness
Managing Quality	Instructing	Organizational Savvy			<b>Time Management</b>	Adaptability
Team Building		Global Mindset			Planning and Priority Setting	Initiating Action
Coaching and Developing Others					Organizing and Documenting Information	Accountability
Delegating					Applying Standard Practices	Professionalism
Fact-Based Management						Continuous Learning
Strategic Talent Management						Extended Task Focus
Directing						Comfort with Ambiguity