

Customer Service



Report prepared for: **J. Sample**

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Customer Service Aptitude Profile

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SNAPSHOT OF CUSTOMER SERVICE CHARACTERISTICS

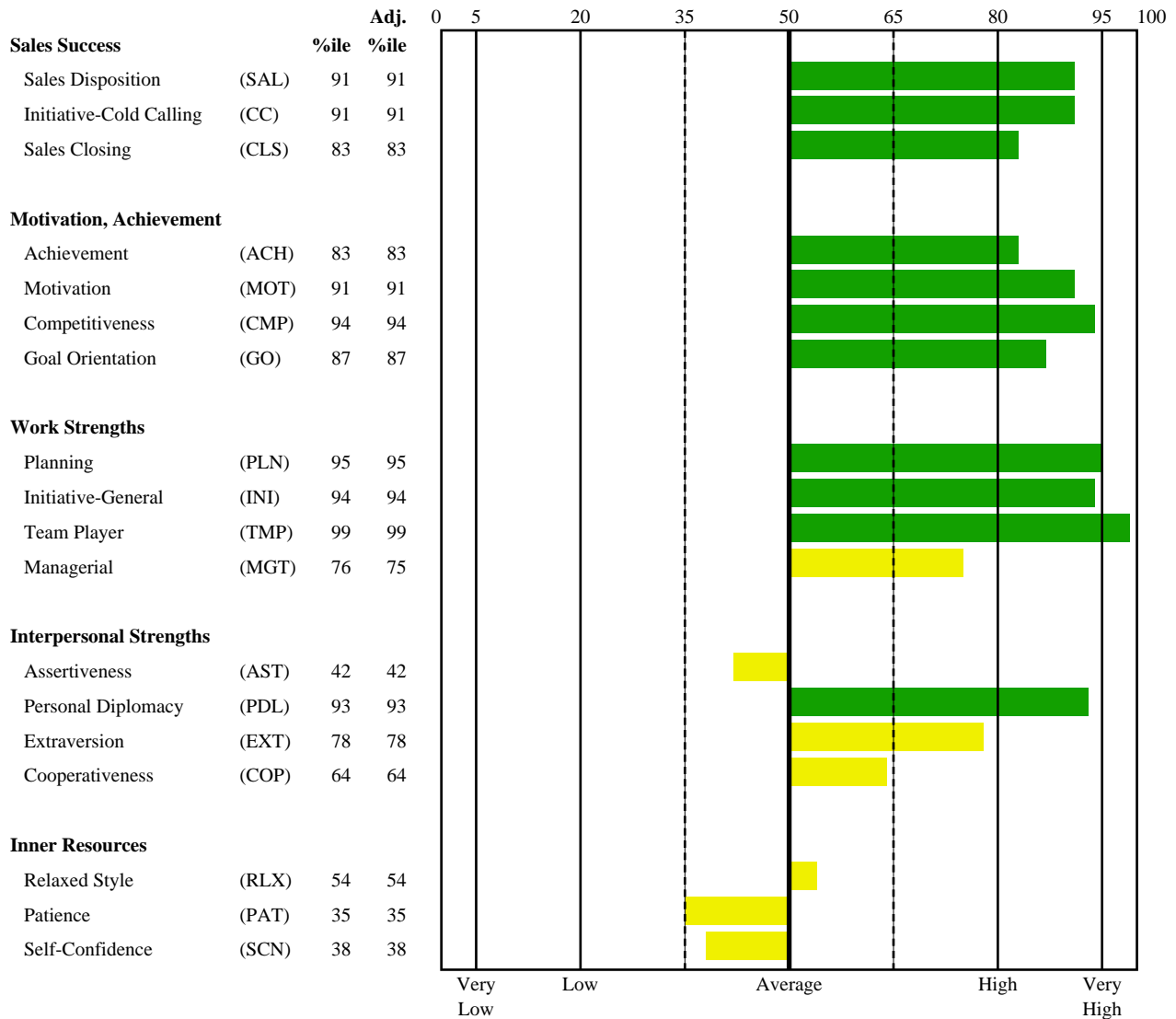
BASICALLY RECOMMENDED FOR A CUSTOMER SERVICE ROLE.

Customer Service Characteristics	Strength	Potential Strength	Needs Development
Diplomacy in relating to others	■		
A basic interest in being helpful to others	■		
An ability to restrain assertiveness in relating to others	■		
A focus on achievement and getting things done	■		
A cooperative attitude		■	
Patience		■	
A relaxed attitude		■	
An ability to be non-competitive when relating to others in a customer service situation			■

More detailed information is provided in the body of this report.

CUSTOMER SERVICE PROFILE

Validity: This person appears to have responded to Customer Service AP items consistently and without unusual emphasis on positive or negative responses.



Users of this report should be familiar with the material presented in the Employers' Guide to the Customer Service AP. No personnel or other decision should be made based on this report alone without confirming information from independent sources.

Validity and Response Style

The Validity and Response Style scales represent the individual's level of attention to the meaning of Customer Service AP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 3 indicates that this person paid appropriate attention to the meaning of Customer Service AP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

This person obtained a Self-Enhancing (ENH) score at the 83rd percentile. This indicates a style of self-presentation that is as positive as that of most people. Others are likely to describe this person's self-regard as positive.

In addition, the Self-Critical (CRT) score at the 85th percentile suggests that this individual may often be introspective and self-critical, and his or her standards for self-evaluation may be based on very high expectations.

Customer Service and Inside Sales Characteristics

Characteristics that are important to success in most customer service or inside sales roles are reflected to a large extent in an individual's responses to items on the Personal Diplomacy (PDL), Patience (PAT), and Relaxed Style (RLX) scales. To a lesser extent, responses to items on the Assertiveness (AST) scale and an expressed interest in career areas related to education or social service also indicate characteristics that contribute to success in customer service settings.

This individual's Personal Diplomacy (PDL) score is at the 93rd percentile indicating that he or she will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role.

This Patience (PAT) score at the 35th percentile indicates a person who can be patient when being so is a high priority, but he or she may not be especially patient in his or her ordinary daily transactions.

With an Assertiveness (AST) score at the 42nd percentile, this individual appears to have an average level of tolerance for customer service situations that require him or her to refrain from asserting his or her own demands in transactions with others.

The Relaxed Style (RLX) score at the 54th percentile suggests that he or she is likely to experience an average amount of stress in customer service or inside sales situations.

He or she has expressed a relatively strong interest in helping others meet their needs and achieve their goals, which will be an asset in a customer service role.

Consideration of additional customer service success characteristics reflected by this person's Customer Service AP responses is provided in the following detailed interpretation of the Customer Service AP scale scores.

Sales Success Characteristics

Because many customer service roles include a sales component, aspects of this individual's Customer Service AP responses that reflect his or her likelihood of being successful in sales work are considered in this section.

The Sales Success scores include three scores. The Sales Disposition (SAL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in sales careers. The Initiative-Cold Calling (CC) score summarizes an individual's responses to statements from the Initiative-General (INI) scale that reflect characteristics necessary for success in cold-calling. The Sales Closing (CL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in closing sales.

This individual's Sales Success scores are at the 91st percentile for Sales Disposition (SAL), at the 91st percentile for Initiative-Cold Calling (CC), and at the 83rd percentile for Sales Closing (CL).

The Customer Service AP responses for this individual are very similar to those typical of people who successfully perform sales activities.

He or she can be at least moderately effective at both cold-calling and closing sales.

Motivation and Achievement Characteristics

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score at the 83rd percentile for this person indicates he or she consistently achieves and follows through.

This person is likely to perform at an above average level on measures of achievement, and to concentrate well on intellectual, reasoning, or conceptual tasks.

He or she is likely to perform exceptionally well on the job.

The Motivation (MOT) scale score is intended to represent a person's inner drive, and commitment to achieve, as well as the strength of his or her inner emotions, needs, and values. This MOT score at the 91st percentile indicates a person whose motivation or inner drive is relatively strong.

The Competitiveness (CMP) score reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score at the 94th percentile suggests that he or she values competition.

The Goal Orientation (GO) scale describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score at the 87th percentile indicates that he or she is likely to be more strongly focused on goals and objectives than are most people and feels securely on the road to their attainment.

Work Strengths

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score at the 95th percentile suggests that this individual consistently plans, organizes, and applies very effective work habits. He or she will make good use of specific plans and strategies for meeting deadlines and achieving objectives. This ability appears to be quite strong, and is likely to be engaged even for tasks that are not directly related to his or her own specific goals.

He or she can accept direction from others, including supervisors at work, and will be comfortable when given such direction.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score at the 94th percentile suggests that this individual is much more comfortable than most people taking initiative in almost any business, academic, or social situation.

He or she is likely to be described as a "self-starter".

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score at the 99th percentile suggests this person sees himself or herself as getting along well with others. He or she will probably work very well with others as part of a team or work group, and may even prefer this type of arrangement.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score at the 75th percentile suggests that he or she has given responses that are similar to those given by people in management, supervisory, or other leadership roles. This person is likely to be able to consistently inspire and motivate others. He or she may be seen as having good overall management or supervisory potential.

Interpersonal Strengths

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment. These characteristics play a very important part in the successful conduct of customer service activities.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score at the 42nd percentile indicates an individual who is moderately assertive and reasonably effective in situations calling for directness of self-expression. This style is an asset in many situations, but can interfere with the successful performance of some kinds of customer service roles.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score at the 93rd percentile suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others, a major advantage in most customer service settings.

Individuals with this combination of AST and PDL scores express themselves about as assertively as most others, and their style will almost always be perceived as tactful.

The Extroversion (EXT) scale score indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score at the 78th percentile indicates a person who describes himself or herself as more extroverted than most people, which can be an asset in many customer service settings, and who will be reasonably comfortable in customer service situations that require taking the lead in establishing contact with others.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This COP score at the percentile suggests that this person is likely to be cooperative. He or she is likely to enjoy a moderate degree of independence and yet be comfortable taking direction from others.

Inner Resources

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score at the 54th percentile describes a person who finds it easy to relax and can successfully cope with most stressful situations. He or she can generally work effectively under pressure.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score at the 35th percentile suggests that he or she would operate in a customer service setting with a reasonable amount of patience.

He or she will be best able to tolerate work involving routine detail when it is in an area of high priority or interest.

He or she will probably not be deterred by work tasks that involve routine detail.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score at the 38th percentile suggests this person would be reasonably self-confident in a customer service setting.

Additional Profile Characteristics

In addition to the interpretation of single scores on the Customer Service AP scales, some specific combinations of Sales Success Characteristics, Motivation and Achievement Characteristics, Work Strengths, Interpersonal Strengths, and Inner Resources are associated with particular approaches to the work environment related to performing in a customer service role.

This profile is associated with a tendency to follow one's feelings or reactions of the moment. Although such a tendency may appear, at times, as initiative, it can lead to impulsivity and failure to consider long-term consequences, which can be a disadvantage in many customer service roles.

Careful consideration of this person's scores in combination will shed additional light on his or her particular work strengths.

Career Interest Areas

Some clusters of Customer Service AP items are often observed to be associated with the traditional Realistic, Investigative, Artistic, Social, Entrepreneurial, and Conventional occupational interest areas. Below is an indication of how interested this individual is in each of these areas as well as a short explanation of the occupational interest for each area.

Realistic: *Moderate* - Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.

Investigative: *Moderate* - Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.

Artistic: *Low* - Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.

Social: *High* - Social or educational and social service areas such as teaching, social work, social service direction and recreation, or counseling.

Entrepreneurial: *Moderate* - Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.

Conventional: *High* - Conventional business areas such as accounting, banking, office work, and office management.

Listing of recorded information

Name: J. Sample

Date tested: 1-January-2026

ITEM RESPONSES

The scores and the interpretation in the SalesAP Report are based on the responses listed here.

001. 1 | 002. 2 | 003. 1 | 004. 3 | 005. 2 | 006. 1 | 007. 1 | 008. 2 | 009. 2 | 010. 2 |
011. 2 | 012. 1 | 013. 3 | 014. 1 | 015. 2 | 016. 3 | 017. 2 | 018. 2 | 019. 1 | 020. 1 |
021. 2 | 022. 4 | 023. 4 | 024. 3 | 025. 3 | 026. 3 | 027. 1 | 028. 1 | 029. 1 | 030. 1 |
031. 2 | 032. 3 | 033. 1 | 034. 3 | 035. 1 | 036. 1 | 037. 1 | 038. 1 | 039. 1 | 040. 3 |
041. 2 | 042. 5 | 043. 3 | 044. 3 | 045. 1 | 046. 1 | 047. 1 | 048. 3 | 049. 2 | 050. 3 |
051. 1 | 052. 3 | 053. 1 | 054. 2 | 055. 3 | 056. 1 | 057. 5 | 058. 1 | 059. 4 | 060. 3 |
061. 1 | 062. 1 | 063. 1 | 064. 1 | 065. 2 | 066. 3 | 067. 1 | 068. 3 | 069. 3 | 070. 5 |
071. 2 | 072. 2 | 073. 3 | 074. 1 | 075. 4 | 076. 2 | 077. 3 | 078. 4 | 079. 2 | 080. 3 |
081. 1 | 082. 1 | 083. 1 | 084. 2 | 085. 3 | 086. 1 | 087. 1 | 088. 1 | 089. 3 | 090. 2 |
091. 4 | 092. 1 | 093. 1 | 094. 1 | 095. 3 | 096. 4 | 097. 4 | 098. 1 | 099. 3 | 100. 2 |
101. 4 | 102. 1 | 103. 3 | 104. 1 | 105. 1 | 106. 1 | 107. 1 | 108. 1 | 109. 4 | 110. 4 |
111. 3 | 112. 3 | 113. 1 | 114. 3 | 115. 3 | 116. 4 | 117. 3 | 118. 1 | 119. 2 | 120. 2 |
121. 4 | 122. 2 | 123. 2 | 124. 1 | 125. 1 | 126. 1 | 127. 2 | 128. 3 | 129. 1 | 130. 3 |
131. 3 | 132. 1 | 133. 1 | 134. 1 | 135. 1 | 136. 3 | 137. 4 | 138. 1 | 139. 1 | 140. 1 |

Response Key

1 Always True

2 Mostly True

3 Sometimes True and Sometimes False

4 Mostly False

5 Always False

End of the Report

Customer Service Achievement Recommendations

These recommendations, based on the Customer Service AP test profile, are designed to help you improve or enhance your motivation and achieve your goals in customer service roles and activities.

You may find some of these suggestions more helpful than others. Because your motivation is one of your most valuable assets, it is highly recommended that you make a continuing, long-term effort to use those suggestions that you discover to be the most effective.

Refine Your Goals

- Exercise your strong ability to set meaningful priorities and define worthwhile goals. Be involved in planning and organizing customer service activities that will enhance your own performance and that of your group or business.
- Do not allow your strong ability to perceive appropriate goals become an end in itself, so that your attention is deflected from other essential aspects of successful customer service achievement, such as commitment, planning, and follow-through.
- Be sure to link your customer service goals and objectives to specific plans and activities, and examine your daily activities to make sure they are furthering these goals and objectives.
- Even if you are in an academic situation and are performing up to your potential, periodically reevaluate and update your major goals and objectives.
- If you find that you lose interest in important tasks (especially those related to customer service), review your goals frequently, even on a daily basis, to make sure that your motivation is based on your actual goals and not on temporary changes in your interests.

Increase Your Motivation and Level of Commitment

- Make use of your ability to motivate and inspire yourself and others in customer service situations. Link your inner enthusiasm, emotions, and motivational drive to your customer service goals and objectives. Making sure in this way that the other elements of success are in place will help you maintain success in customer service over a long period of time.
- Identify an individual who is successful in a customer service role. Consider what makes that individual successful in this role, and strive to develop similar ways of working.
- Do not assume that a strong competitive drive is sufficient to maintain motivation over a long period of time, especially in customer service. Make sure that you simply enjoy helping others, without any sense of competing against anybody.
- Striving to be the best can be a strong motivator, but if you do not succeed in being the best, remember not to judge your value as a person by this criterion.

Be Sure to Plan Ahead and Follow Through

- In customer service areas, be sure to involve yourself in roles and activities in which you and your group or company can benefit from your strong planning, organizing, and scheduling abilities.
- Do not assume that strong planning and organizational skills alone are sufficient to achieve customer service goals. Make sure that you also work to develop and maintain an attitude of helpfulness towards others.
- Be sure to link your planning, organizing, and scheduling activities to specific customer service goals and objectives. In this way, you can make sure that your planning activities are not simply for the purpose of keeping busy, but that they will be directly related to your most important goals.

- While your planning and work habits appear to be quite strong, so that you will naturally achieve in many situations, you may still benefit from periodically reviewing your goals and activities to make sure that you are making effective use of your time, energy, and resources to achieve your customer service goals.
- Make sure that you apply good planning and organizing strategies to all tasks that are relevant to achieving important customer service goals, and not just to those tasks you happen to prefer.
- You should be involved in customer service roles and activities for yourself and for your group or business that fully engage your strong ability to follow through on tasks, objectives, or goals.
- In addition to exercising your strong follow-through skills, be sure to remember that in most customer service roles, it is important to simply be helpful to others.
- Be sure to link your strong follow-through skills to your major customer service goals, so that these skills are not engaged simply for the purpose of getting things done, but will directly further your most important goals in this area.
- If you are in an academic situation, even if you are already satisfied with your level of achievement, you may still want to consider refining your ability to concentrate, focus, and manage your time efficiently. For example, you may benefit from reviewing deadlines for reports or the completion of other assignments and resetting them for an earlier date.
- The goal-setting and motivational elements all appear strong in your profile. You and your group or company will benefit if you are in a position where you can work on customer service projects that engage a full range of performance factors and in which you can be involved from start to finish.

Expand Your Personal and Interpersonal Skills

- You have described yourself in very positive terms in some areas, and self-critical terms in other areas. This indicates that you are open to and capable of a high level of introspection. Self-evaluation, however, can sometimes tie up an excessive amount of your energy, and you may benefit from learning to be more self-accepting in certain areas.
- Your profile indicates that you would likely benefit from activities and techniques that will increase assertiveness in social and business situations. This does not mean becoming overly aggressive, but rather learning how to be more comfortable in offering reactions, ideas, and opinions. Books and specialized seminars or workshops would be helpful in learning and practicing assertiveness skills. Nevertheless, remember that a lower level of assertiveness is likely to make you more rather than less successful in most customer service situations.
- While your profile indicates many characteristics similar to individuals who have good "sales" personalities, you would likely benefit from working on assertiveness skills if you want to enhance your potential for success in a sales role. However, a lower level of assertiveness may be more appropriate for a customer service role.
- Your profile indicates that the "sales" aspect of your personality style may be a strength. If so, consider how you may want to utilize this aspect of your personality to "sell" ideas to others in your everyday work situation.
- Your profile suggests that your comfort in contacting others (what sales people refer to as "cold-calling") can be an asset in your career. Utilize this characteristic to widen your social and career network.
- Consider utilizing any supervisory, managerial, or mentoring skills you have to help others achieve their potential. Even if you are not formally in a managerial role, this will help you to widen your network and enhance your value to others and to your career.
- If you find that you are not always patient in customer service situations, consider the following: 1. The old advice of counting to 10 when frustrated is still an effective method of exercising patience. Don't overlook this tried-and-true advice. 2. Particularly in situations where there is conflict or disagreement, take a moment to summarize the other person's point of view before presenting your own. 3. Consider whether impatience would be an asset or a liability in the present situation, and act accordingly.

- If you find that others are not always supportive of you, particularly in customer service situations, consider spending some time on a regular basis working together with others on a collaborative task. You may find that with this added element, others may be more supportive of you.
- Being diplomatic or tactful in not directly offering your ideas and reactions to others may be an asset in customer service situations, but it is not always an asset in other career situations. When appropriate, practice openly sharing your ideas and reactions of the moment.

END OF CUSTOMER SERVICE AP RECOMMENDATIONS.