

The world-renowned tool that enables managers and their team members to make the most of their individual service personalities to maximise their organisation's service experience.



service animalsTM
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An introduction to Service Animals™

You know what people like to say... 'we're only human!' Well, at SignalCX we beg to differ. We like to think that we all have an inner-animal that shapes how we communicate and therefore the service we give to each other and most importantly our customers.

These animal instincts, our service personality, can make or break a Moment of Truth with our customers. The good news is, by understanding our orientation a little more, we can build on our inherent strengths and make up for any short-comings, developing altogether better customer relationships – even those that only last for a matter of minutes.

So, in a nutshell, SignalCX's Service Animals™ enables individuals and teams to understand their service personality and learn to maximise the effectiveness of this especially when dealing with customers (and colleagues) with different personalities.

Based on decades of Jungian research, honed by years of global implementation, Service Animals™ is an individual and management tool that is solid, sticky and sustainable.

Try out a short animals questionnaire at www.serviceanimals.co.uk

What's your Service Animal?

Our research shows that when it comes to service orientation, we are likely to be one of 4 primary types.



Panther: A Panther's service is fast-paced and efficient. They can though, at times be a little brusque, possibly even impatient.



Peacock: A Peacock is the life and soul of a service organisation – chatty and colourful – a real character. One word of caution, they are not always the world's greatest listeners!



Dolphin: Dolphins just love looking after people. They are the ultimate care-givers. Nothing is too much trouble. But Dolphins find potential confrontation really challenging so sometimes will avoid dealing with complaints promptly.



Owl: An Owl is fantastic at the detail. They will give specific and accurate information to their customers. Sometimes though they can appear a bit distant and possibly lacking some pace.

