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## **Profiles International Finds High Employee Conformity to be Key to Building Loyal Customers**

Waco, TX, December 9, 2009 – Profiles International, a global leader in employee assessments and talent management solutions, says that employee conformity is necessary among [customer-facing employees](#) who work in companies that are trying to build loyal customer bases.

“The appropriate amount of conformity shown by your customer service employees really depends on the business and your industry,” says Jim Sirbasku, co-founder and CEO of Profiles International. “What businesses should be ensure that employee conformity lines up accurately with the expectations of their customers.”

Businesses that require high conformity for legal, safety and regulatory reasons should be particularly careful to display a high level of tact as well. When the customer service employee’s hands are tied, she should be as caring and thoughtful as possible when working with a potentially frustrated customer.

“Conformity among customer service employees can be both a blessing and a curse,” says Dario Priolo, Managing Director of the Profiles International Research Institute. “The best thing for businesses to do is to assess employees who display an appropriate degree of conformity and then match other potential employees for the same job against the model that’s already been created.”

[Download the full report](#): “Six Crucial Behaviors for Customer-Facing Employees”

### **About Profiles International**

Profiles International helps organizations worldwide create high-performing workforces. Through comprehensive employment assessments and innovative talent management solutions, Profiles’ clients gain a competitive advantage by selecting the right people and managing them to their full potential. For more information about Profiles International’s suite of human resource management solutions, visit their website at [www.profilesinternational.com](http://www.profilesinternational.com)