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Profiles International Finds that Effective Customer-Facing Employees Must Have High Degree of Trust

Waco, TX, December 14, 2009 – Profiles International, a global leader in employment evaluation and human resource management assessment tools, has recently released research stating that trust is a key component of effective customer service.

“Our research has shown us that [effective customer service](#) providers display high levels of trust in those whom they are serving,” says Bud Haney, co-founder and President of Profiles International. “In other words, instead of assuming that a customer’s motives are questionable, effective customer-facing employees focus on resolving customer complaints by implementing solutions that are amenable to all parties involved.”

Customer-facing employees who display a high degree of trust in their customers help businesses build loyal customer bases, and these are extremely important for business success. Effective customer service employees also tailor the amount of trust with which they approach customers to their particular market. In other words, an effective IRS agent will be far less trusting than an effective front desk employee at a luxury hotel.

“One of the most important things for business owners to realize is that trust is an inherent trait, and is not easily learned. We recommend that business owners and managers assess their most effective customer-facing employees to find out what makes them so good at their jobs, and then match potential employees against the model they create,” says Dario Priolo, Managing Director of the Profiles International Research Institute.

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