

Life Culture Audit Adds Big 5 Personality Exam to Reduce the Cost of Bad Customer Service


Front-liners want career development. The Life Culture Audit app with Big 5 Personality Exam sets the stage for self-discovery leading to career development.

DETROIT, MI, US, August 15, 2024 /EINPresswire.com/ -- A Qualtrics survey showed over 51% of customers have decreased or entirely cut their spending with a company after a bad customer experience, costing corporations \$3.7 trillion dollars worldwide in 2023.

Sectors, reporting the highest lost of customers, are fast food restaurants (64%), parcel delivery services (61%) and credit card providers at 58%. Front-liners are in direct contact with customers, clients, or involved in day-to-day operations. When they are unhappy, customers received bad service. Employers need to motivate front-liners to be happy as their happiness leads to improved customer satisfaction, better team performance, and a more positive work environment.

According to the article, How Asking “Who am I?” Affects what Consumers Buy: The Influence of Self-Discovery on Consumption, states the best method of motivating consumers and employees is self-discovery, then training as training alone provides external limits whereas self-discovery provides freedom.

Ida Byrd-Hill CEO states, “We added the Big 5 Personality Exam to our [Life Culture Audit](#), tech skill coaching app, with micro workplace profiles leading front-liners to self-discovery. Corporations can utilize the collective data – employee goals, computer coding ability and personality profiles to tailor training, feedback, coaching, job placement and team building.”



Life Culture Audit app

WHAT YOU SEE YOU BECOME!
Select pictorial goals of future lifestyle. Establish a Vision Board - a lifestyle road map - to mentally direct you there.

WHO IS SMARTER YOU OR THE ROBOT?
Stack blocks to navigate the robot through complicated mazes. Discover tech skills that pays the bills.

OCEAN BIG 5 PERSONALITY
Uncover your 5 personality strengths to plan the best career, work situation and lifestyle.

Life Culture Audit app

Corporations can strengthen areas where front-liners are naturally inclined and provide additional support where needed.

The Big 5 Personality Exam is normally utilized for middle manager and executive leadership development as it measures these personality traits:

Openness - how open a person is to experiences of imagination and creativity.

Conscientiousness - how organized, reliable, and dependable a person is.

Extraversion - how does a person get energy, from people or alone.

Agreeableness - how responsive a person is to others feelings.

Neuroticism - how a person responds emotionally to life's ups and downs.

Every employee has these personality traits that impact how and where they work. Very rarely are front-liners exposed to personality exams to develop their careers nor determine roles that align to their strengths. Imagine having only extraverted, agreeable persons in a customer-facing role, or a conscientious, detail-oriented persons in roles requiring precision.

“Front-liners, while at the bottom of the career ladder, have the ability to increase or decrease revenue as they interact directly with customers. I believe bad customer service occurs as many talented front-liners are often in the wrong role. Sadly, many front-liners want career development as they are tired of dead-end jobs.” states Ida Byrd-Hill.

With the Life Culture Audit app, corporations can lead front-liners through self-discovery and utilize the data to plan Front-liner career development to seize a large chunk of the \$3.7 trillion revenue lost due to bad customer service.

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The screenshot displays the Life Culture app interface. At the top left is the Life Culture logo, a blue square with a white and orange stylized figure. To its right is the text "Give Your Front-liners Personal Advice that Matters to Them". Below this is a section titled "Big 5 Personality Exam Results" featuring a pie chart and a list of traits: Openness (16%), Conscientiousness (78%), Extraversion (55.56%), Agreeableness (60%), and Neuroticism (52%). Each trait has a brief description. Below the exam results is a "Coding Game Level Completion" section with "Overall Statistics" showing "Levels Completed" as 16/30 and "Avg. Duration / Level" as 49 seconds. To the right is a "Vision Board Goals" section with images of a person, a stack of money labeled "\$120,000", and two landscape photos. At the bottom of the screenshot is the text "Solve Your Talent Shortage". Below the screenshot is the "Corporate Admin Dashboard" section, which includes the Life Culture logo, the text "Share with Clients Download FREE App Scan QR Code", and a QR code.

Corporate Admin Dashboard



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