



Call Centre DilemmasTM

Participant Feedback Report for
Ann Example

Date of assessment: **21 June 2011**

Comparison group: **Norm 1 - Call Centre Staff**

Confidentiality Statement

This report is confidential. The content of this report should only be read by individuals who have approved access.

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Information about this Report

This report describes your performance on the Call Centre Dilemmas test. The Call Centre Dilemmas test measures an individual's judgement and decision-making skills in relation to typical situations that Customer Service staff in an inbound Call Centre or Contact Centre might face. The situations presented in the Call Centre Dilemmas test relate to four competencies:

- Understanding Customer Needs
- Delivering Quality Service
- Convincing Others
- Dealing With Challenging Customers

In the Call Centre Dilemmas test, you were presented with a series of scenarios, which reflect challenging situations that you may face when working in an inbound Call Centre role. You were presented with a variety of situations, set in the following five common Call Centre contexts:

- Bank
- Energy Provider
- Train Operator
- Mobile Phone Provider
- Local Council

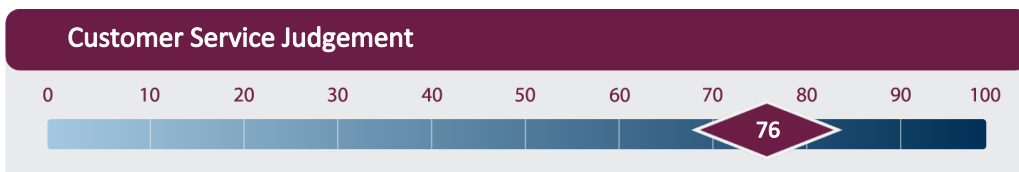
For each question you were given a short description of both the context and the workplace situation. You were then required to rate the effectiveness of different actions that could be taken in response to the situations presented. Your ratings are scored based on how similar they were to those provided by job experts. These scores were then evaluated against a comparison group comprising of people who had previously completed the test.

Please remember that performance on the Call Centre Dilemmas test is not fixed, and your scores may change over time with practice, experience and training. If you have any concerns about the results and information presented in this report, please contact the person who invited you to take the Call Centre Dilemmas test.

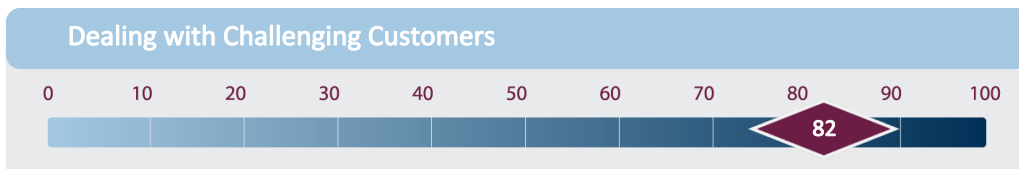
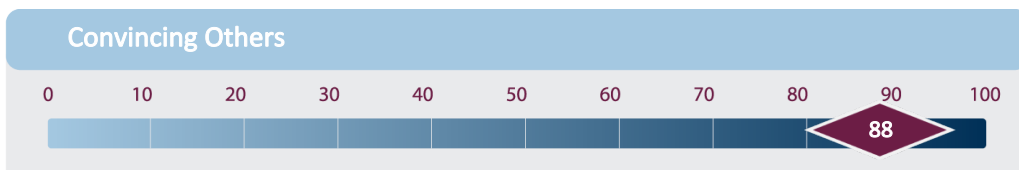
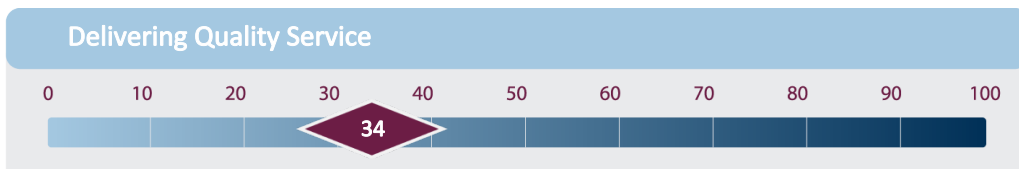
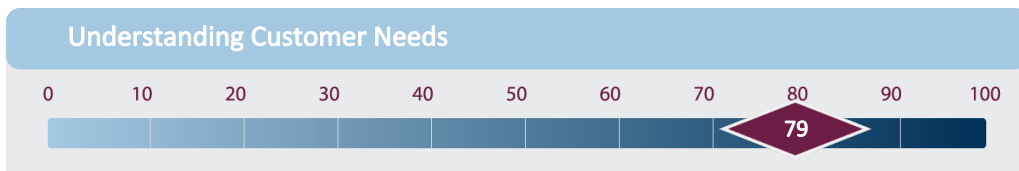
Score Profile

Your results for the Call Centre Dilemmas test are presented in terms of the percentage of the comparison group that you scored higher than. The comparison group used for this report was: **Norm 1 - Call Centre Staff**.

The Customer Service Judgement score indicates the overall level of performance you achieved in completing the test. Sub-scores on the competencies assessed in the Call Centre Dilemmas test are also provided for additional interpretation about your test performance. The competency sub-scores can indicate relative strengths or potential areas for development in terms of your judgement and decision-making. The sub-scores should be used with caution and interpreted in the context of the score for Customer Service Judgement.



Competency Sub-Scores



Interpretation and Development Guidance

This section provides some additional guidance about your results on the Call Centre Dilemmas test. A broad guideline about how to interpret your results is shown in the table below. This table shows four bands of scores and a performance description for each band. For example, if you scored higher than 50% of the comparison group, then this can be considered an 'Average' score. If you scored higher than 75% of the comparison group, this can be considered 'Above average'.

91-99	Well above average
71-90	Above average
30-70	Average
10-29	Below average
1-9	Well below average

Customer Service Judgement

This score indicates the overall level of performance you achieved on the Call Centre Dilemmas test. This score is based on the responses you gave across all of the scenarios presented in the test.

You achieved a Customer Service Judgement score that was higher than **76%** of the comparison group. Overall, your performance was **Above average** when judging the effectiveness of actions across all of the situations presented in the test.

Understanding Customer Needs

This competency relates to situations which require you to understand the needs of the customer or seek out information to provide a tailored solution.

You achieved a score for this competency that was higher than **79%** of the comparison group. Your performance was **Above average** when judging the effectiveness of actions in situations that required a focus on Understanding Customer Needs.

If you want to develop your capability in relation to this competency, reflect on the following questions:

- How would you try to fully understand the needs of a customer? How would you know exactly what they want from a product or service? What could you do to understand their requirements better?
- What would you do when a customer asks for your advice? Would you give them all the information that you can? Would you tell them what you think they want to hear? What are the benefits of asking probing questions before providing the advice that they have asked for?
- How would you ensure you have a good knowledge of the products or services that you are offering customers? Would you feel comfortable handling any enquiries? What would you do if there were any gaps in your knowledge?
- Would you offer the majority of customers the same popular solution? What do you think are the benefits of proactively asking the customer questions and tailoring a solution to meet their needs?

Delivering Quality Service

This competency relates to situations which require you to deliver a high quality service to customers in spite of obstacles or challenges.

You achieved a score for this competency that was higher than **34%** of the comparison group. Your performance was **Average** when judging the effectiveness of actions in situations that required a focus on Delivering Quality Service.

If you want to develop your capability in relation to this competency, reflect on the following questions:

- Put yourself in your customers' shoes and think about the level of service you expect. When was the last time a customer adviser at a Call Centre exceeded your expectations? What was the consequence of this and how did it make you feel?
- What would you do if a customer is dissatisfied due to a colleague's mistake? Would you take ownership of the situation even when it is not your fault? What could you do to help improve the situation?
- Have you ever had a situation as a customer where you were disappointed with the quality of service you received? What happened? When you phoned the Call Centre what could the customer adviser have done differently to improve the service that they provided?
- How would you go out of your way to ensure that a customer's needs are met? What are the benefits of using initiative? How would it make the customer feel?

Convincing Others

This competency relates to situations which require you to convince customers of the value of a service or product.

You achieved a score for this competency that was higher than **88%** of the comparison group. Your performance was **Above average** when judging the effectiveness of actions in situations that required a focus on Convincing Others.

If you want to develop your capability in relation to this competency, reflect on the following questions:

- When was the last time that someone convinced you to buy a product or service? How did they demonstrate the value of the product/service? How did they take account of your perspective and concerns?
- Do you know someone who seems to be particularly effective at persuading or influencing others? What do they do? What impact does it have? What lessons could you take from this?
- Think of a time when a customer adviser at a Call or Contact Centre failed to persuade you of the value of a product or service. Why was this? Is there anything that you could learn from this experience when thinking about how you persuade others?
- What would you do when a customer is interested in a product or service but you know that there is something better placed to meet their needs? What would the impact be of trying to convince a customer of this alternative? What might be an effective approach to take?

Dealing with Challenging Customers

This competency relates to situations which require you to deal effectively with challenging customers, remaining calm under pressure and taking responsibility for customer complaints so that they are resolved promptly.

You achieved a score for this competency that was higher than **82%** of the comparison group. Your performance was **Above average** when judging the effectiveness of actions in situations that required a focus on Dealing with Challenging Customers.

If you want to develop your capability in relation to this competency, reflect on the following questions:

- Have you ever made a complaint to a Call Centre about a product or service you have received? Were you satisfied about how the complaint was dealt with? If not, what else could have been done?
- What would you do if a customer was complaining but there is nothing that could be done? How would you communicate this information? Is there anything that you could do to improve the customer's situation?
- Have you seen someone handle a complaint from a customer very effectively? What did they do that you thought was particularly effective?
- When someone is being rude to you, do you still try to see things from their perspective? What are the advantages of trying to empathise with the other person?

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