

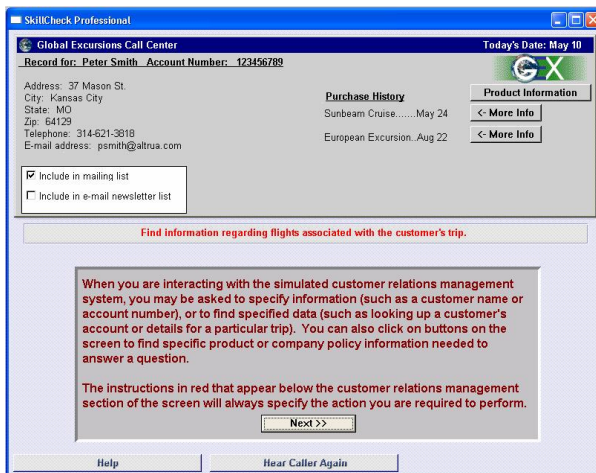
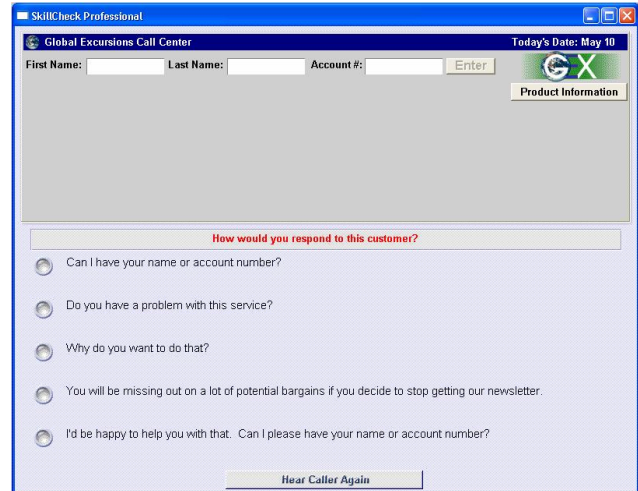


SkillCheck's Call Centre – Customer Service Scenarios Test

Test in a Real-World Call Centre Environment

SkillCheck's multimedia Customer Service Scenarios test places a candidate in a real-world, call-centre, customer-service situation in which a candidate interacts with customers with a variety of needs and problems.

By responding to multimedia questions, comments and requests from customers, candidates must solve problems and provide information in the most respectful and effective manner possible.



Measurement on multiple critical scales

Each time a candidate has an exchange with a customer, their response is measured on the critical scales of Manners and Effectiveness.

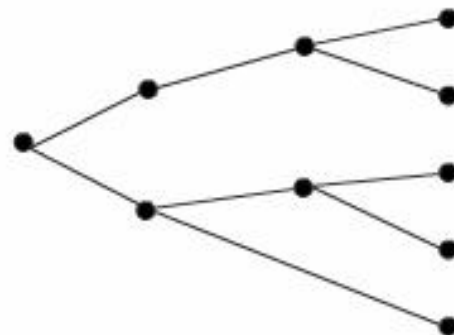
Candidates also interact with an automated Customer Relations Management system to determine an Accuracy scale, measuring their ability to work productively in an automated customer-service environment.

Finally, each call is rated based on the candidate's ability to analyse the nature of the call and to choose the most appropriate follow up actions.

Test candidates quickly and efficiently

SkillCheck's Customer Service Scenarios test utilises a unique adaptive testing model in which customer service situations become more or less complex; depending on how well the candidate performs on each call. This methodology allows you to zero in on a candidate's level of ability in the shortest amount of time.

At the end of a SkillCheck Call Centre Customer Service Scenarios test, a test report (reproduced on the following pages) provides detailed information on the overall performance of candidates, and their performance on each relevant scale.



Adaptive Testing Model

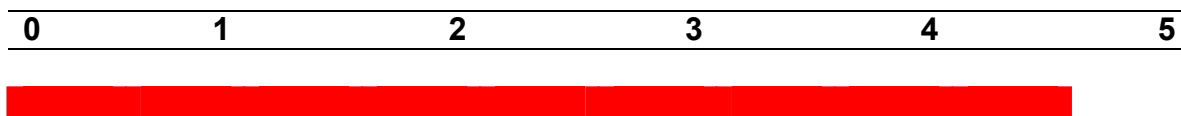


Call Centre Customer Service – Sample Report

Candidate: Suzanne Bibeau
Candidate ID: 106-24-8952
Test: Call Centre – Customer Service Scenarios
Date of Test: 26/01/03
Time of Test: 10:33 AM
Test Duration: 5 minute(s)

Overall Score

Overall Candidate Performance



Score: 4.5 (High overall performance)

Overall Analysis

The candidate worked with simulated call centre scenarios in which he or she was required to handle two different types of customer service calls:

- **Problem Solving Calls** in which the candidate had to solve customer problems, such as helping customers resolve the status of an existing order or handling customers with simple or complex complaints.
- **Informational Calls** in which a candidate had to provide an existing customer or a potential customer with information about the status of an existing order or about company products and services.

The candidate showed strong performance in handling complex problem-solving calls that require accessing information from different sources (customer information, product information, company policies, etc.). The candidate's problem-solving abilities include strong performance when dealing with angry customers or customers with complex needs.

The candidate showed strong performance when dealing with complex informational calls in which the candidate had to find information from multiple sources, draw conclusions from available information and navigate the system to find answers to customer questions.



Scale Scores

In addition to the candidate's overall performance, the candidate was also measured on his or her performance on relevant scales, including manners, effectiveness, accuracy, customer analysis and ability to perform effective follow-up.

Scale scores should be reviewed in combination with the Overall score listed above. For example, a candidate with a high Manners score and a high overall score demonstrates an ability to work professionally in the most complex interactions. A high Accuracy score and a lower Overall score demonstrates an understanding of navigating call centre or customer relations management software, but a lower level of customer service skill in working with customers to provide information or solve problems.

Manners

When working in a customer service environment, a call centre candidate must approach customers with professional courtesy: apologising when appropriate, treating callers with respect, reassuring customers (including avoiding planting unnecessary doubt or concern in the customer's mind), avoiding unnecessary small talk and demonstrating patience, even with the most angry callers.

Manners

0	1	2	3	4	5
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Score: 5.0 (High performance)

Analysis: The candidate showed strong performance in showing proper manners and respect to callers, including angry callers and callers with complex needs. In all situations, the candidate selected the best responses and statements that treated the caller politely and respectfully.



Effectiveness

In addition to being polite, a call centre representative must answer questions and provide information in a way that resolves a caller's issues quickly and conclusively. An effective call centre representative collects information from a caller in a fast, efficient manner, does not distract the customer with unnecessary questions or statements, finds information the caller needs, and provides answers to questions in a clear and unambiguous way.

Effectiveness

0	1	2	3	4	5
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Score: 4.0 (High performance)

Analysis: The candidate showed strong performance in working with callers, selecting responses that will elicit from callers the information needed to solve problems, or finding answers to caller questions in a fast and efficient manner. While the candidate did not select the best responses in every situation, overall the candidate demonstrated strong ability to work effectively with callers. Careful training in company policies is recommended for this candidate. However, the candidate's score indicates sound judgment in working efficiently in a customer service environment.



Accuracy

Most call centre environments require a representative to navigate a computerised call centre system, such as a customer relationship management (CRM) or a general customer-service software package. This call centre assessment provides a simulation of such a system and measures the candidate's ability to find information using the simulated system accurately.

Accuracy

0	1	2	3	4	5
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Score: 4.5 (High performance)

Analysis: The candidate demonstrated strong ability to navigate the call centre system to find information or make changes to customer records, making almost no errors in utilising the system accurately. In some cases, the candidate may not have performed an operation in the most optimal manner (searching for a record using a customer's first name, rather than their complete name, for example). However, the candidate's overall performance indicates a strong understanding of the principles behind working with CRM or customer-service call-centre software.

Analysis

At the end of every call, the candidate is required to analyse the nature of the call he or she has just completed. The candidate's analysis score indicates his or her ability to analyse a call and a caller correctly, determining the caller's emotional state (polite, angry, etc.) and understand the caller's needs.

Analysis

0	1	2	3	4	5
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Score: 3.5 (Above average performance)

Analysis: The candidate demonstrated an above average ability to analyse a caller's emotional state and to specify the needs of a caller correctly. In some cases, the candidate may have misjudged the exact nature of the call. Overall, however, the candidate showed good judgment in analysing a call once it was completed.



Follow Up

At the end of every call, the candidate was required to indicate specific follow-up activity that should take place after the call. This could include providing caller information to other departments (such as sales) for a follow-up call, sending suggestions to different departments to help avoid problems in the future, or providing information to supervisors for callers with complex questions that cannot be handled by the candidate.

Follow Up

0	1	2	3	4	5
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Score: 4.5 (High performance)

Analysis: The candidate showed strong ability to select the most appropriate follow-up activities to take place at the end of each call. The score also demonstrates that, when passing a difficult call onto a supervisor, the candidate showed good judgment in correctly describing the nature of the call and caller to their managers. This score also indicates that the candidate understands that in many situations, no follow-up activity is required.

For additional information and prices, contact SkillCheck Pacific Pty Ltd on (0402) 01-4237.