



Call Centre Dilemmas™

Assessment Report For

Ann Example

Date of assessment: **21 Jun 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 how Ann Example performed in completing 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, Ann Example was required to rate the effectiveness of different actions that could be taken in response to the situations presented. Her ratings are scored based on how similar they were to those provided by job experts.

The Call Centre Dilemmas test measures whether an individual can recognise how effective different actions are likely to be in response to a situation. It does not assess whether an individual would actually demonstrate those effective behaviours in practice, so please take this into consideration when reading this report. However, research indicates that tests measuring situational judgement can be useful predictors of performance at work.

If Ann Example took the Call Centre Dilemmas test in unsupervised conditions, her identity has not been verified by an administrator when she took the test. To verify her level of capability in relation to the competencies assessed by the Call Centre Dilemmas test, supervised methods of competency assessment should be used, such as simulation exercises and/or a competency-based interview.

Please remember that performance on the Call Centre Dilemmas test is not fixed, and an individual's scores may change over time with practice, experience and training. In practice, the results from this test are likely to be valid for up to 12 months.

Use of the Call Centre Dilemmas test is restricted only to registered individuals who have demonstrated the required level of competence to apply the test and interpret the results from it.

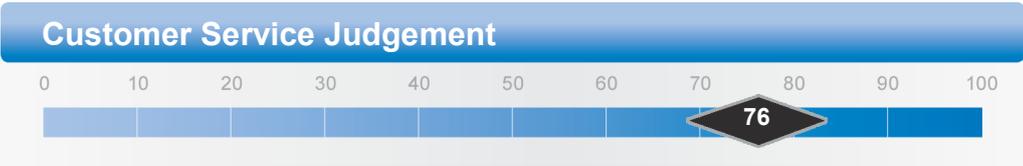
Score Profile

These results for the Call Centre Dilemmas test are presented as Percentile Scores. The Percentile Scores indicate the percentage of the comparison group that Ann Example scored higher than. For test users who wish to use a standard score scale to interpret results, the equivalent T scores and Sten scores obtained by Ann Example are provided as an Appendix to this report.

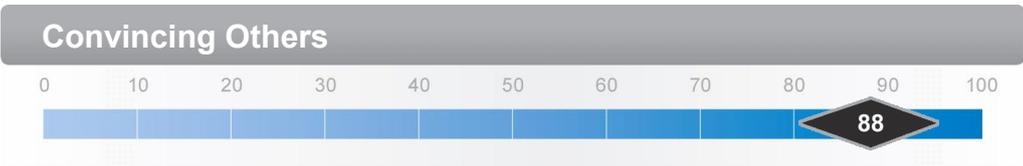
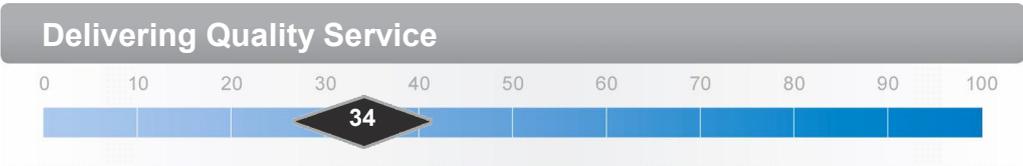
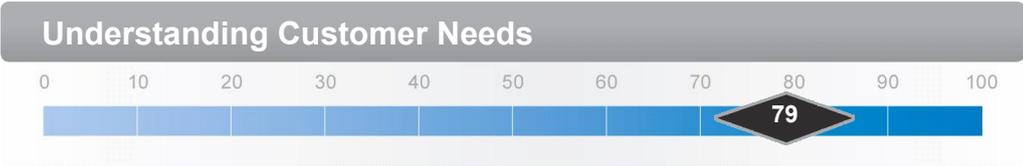
The Customer Service Judgement score indicates the overall level of performance achieved by Ann Example in responding to the situations in the test. Sub-scores on the competencies assessed in the Call Centre Dilemmas test are also provided for additional interpretation about her test performance. The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

Completion time: **19 minutes, 31 seconds**

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



Competency Scores



Interpretation Guidance

This section provides detailed interpretation of the Call Centre Dilemmas scores obtained by Ann Example. A broad guideline about how to interpret her percentile scores is shown in the table below. This table shows four bands of percentile scores and a performance description for each band.

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 achieved by Ann Example on the Call Centre Dilemmas test. This score indicates the quality of judgement and decision-making across all of the scenarios presented in the test.

Ann Example achieved a Customer Service Judgement score that was higher than **76%** of the comparison group. Overall, her 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 respondents to understand the needs of the customer or seek out information to provide tailored solutions.

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

Delivering Quality Service

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

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

Convincing Others

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

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

Dealing with Challenging Customers

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

Ann Example achieved a score for this competency that was higher than **82%** of the comparison group. Her performance was **above average** when judging the effectiveness of actions in situations that required a focus on Dealing With Challenging Customers.

Appendix: Standardised Scores

Sten Scores and T-Scores are provided for users who are trained to interpret them, as an alternative to Percentile Scores. Alongside this, the Raw Scores from the test are also given.

A Sten Score is a standardised test score presented on a 10-point scale, with a mean of 5.5 and a standard deviation of 2. A T-Score is a standardised test score with a mean of 50 and a standard deviation of 10. The Raw Scores, Sten Scores and T-Scores based on the responses given by Ann Example are provided in the table below.

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

	Raw Score	Sten Score	T-Score
Customer Service Judgement	80	7	57
Competency Sub-Scores			
Understanding Customer Needs	20	7	58
Delivering Quality Service	16	5	46
Convincing Others	20	8	62
Dealing With Challenging Customers	24	7	59

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