

CCSI²⁰¹⁰

Contact Centre
Scenario Inventory

Sally Sample

14/07/2010

N.B. This is a CONFIDENTIAL report, containing personal information to be used under the guidance of a trained manager or professional. It should be shown only to decision makers on a 'NEED-TO-KNOW' basis. If you are not authorised to read this report, please return it immediately to a qualified person.

Introduction

WAIVER

The CCSI is an indicator only, and cannot predict contact centre performance with certainty. The authors and distributors accept no responsibility for selection or other decisions made using this tool and cannot be held liable for the consequences of those decisions.

CONTEXT

This profile arises from a judgement-based questionnaire and must be interpreted in the context of other relevant factors, such as actual experience, vocational interests, training, personality, motivation, skills and aptitudes.

SCENARIO SUB-COMPONENTS

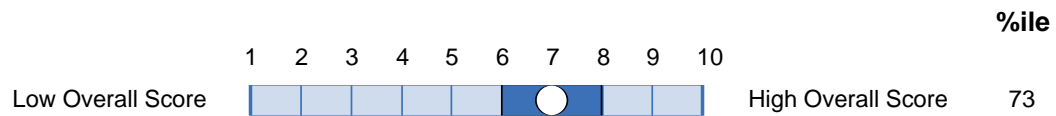
This report consists of an overall score and several sub-component scores, one for each scenario. Sub-components of the CCSI are scores for individual scenarios only and do not represent scales like those often seen in personality assessments. They represent potential reactions to, and knowledge about, the specific situations described by each scenario. They need to be considered as parts that contribute to the overall score. For substantive decisions, the overall score should take precedence over individual scenario scores.

NORM GROUP

The ratings and commentary in this report are relative to a comparison group of 83 Respondents.

Contact Centre Scenario Inventory Scores

OVERALL SCORE



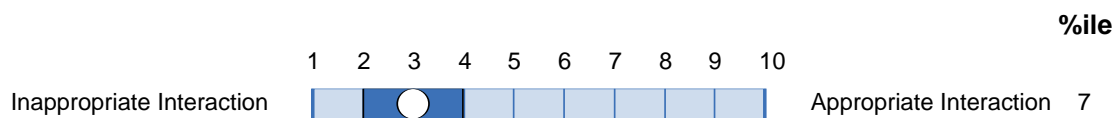
Definition

The Overall Score is the most important score in the CCSI and should take precedence over individual scenario scores. The Overall Score reflects an individual's ability to recognise ways to respond effectively to a range of challenging situations commonly encountered in contact centre environments.

Result

Sally Sample's responses in the CCSI suggest that she is somewhat more likely than most to know how to behave appropriately and perform well in a range of contact centre situations. Overall, she appears somewhat more likely than most to know how to manage challenging customers and interact with team members constructively, motivate herself and adhere to contact centre schedules and policy appropriately, and respond well to sales calls. Sally Sample appears somewhat more likely than most to be suited for work in a contact centre environment.

SCENARIO 1: INTERACTION WITH TEAM MEMBERS



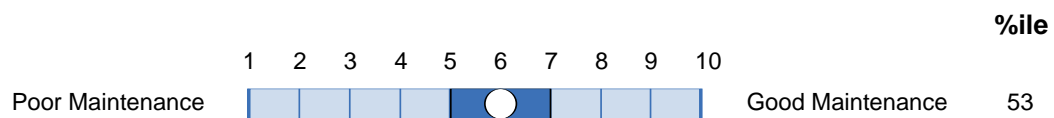
Definition

The Interaction with Team Members scenario describes a situation in which the individual's behaviour is criticised by a team member. The scenario asks whether the individual recognises how to interact appropriately with other team members in the contact centre environment.

Result

Sally Sample is likely to benefit from coaching to improve her interactions with other members of the team. More than most, she may react in a manner that could offend other employees in the contact centre, or may worsen heated situations. Sally Sample may have more difficulty than most in reacting to heated situations in the contact centre appropriately.

SCENARIO 2: MAINTAINING HIGH PERFORMANCE



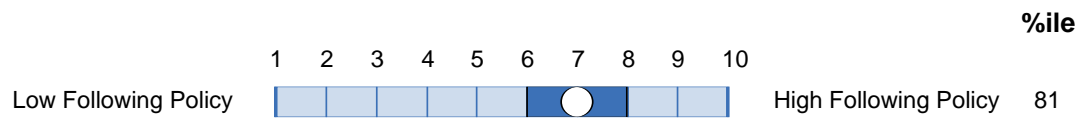
Definition

In the Maintaining High Performance scenario, the individual has been subjected to a steady and lengthy run of calls and is tired. This scenario examines behaviours that contribute to high contact centre performance such as adherence to schedule.

Result

Sally Sample appears as likely as most to know how to sustain her level of performance in the face of extra call volumes such as those that might be encountered during a campaign. At times, she may see her schedule as being somewhat flexible, particularly in monotonous situations and those that require extra effort. At other times, she may adhere to her schedule carefully. Sally Sample may benefit from some coaching around the importance of schedules in contact centres and the implications of not adhering to them.

SCENARIO 3: FOLLOWING POLICY



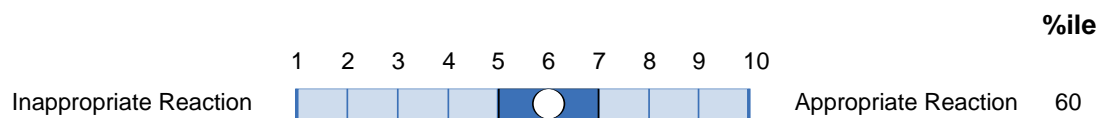
Definition

The Following Policy scenario is a situation in which a customer asks the individual to break company policy. This situation asks whether the individual can recognise appropriate ways of adhering to policies set by the organisation whilst still being sensitive to the customer.

Result

Sally Sample seems as likely as most to recognise the importance of policy. She also appears as likely as most to know how to respond to customers in a way that allows policy to be followed but still maintains good relationships.

SCENARIO 4: REACTION TO CHALLENGING CUSTOMERS



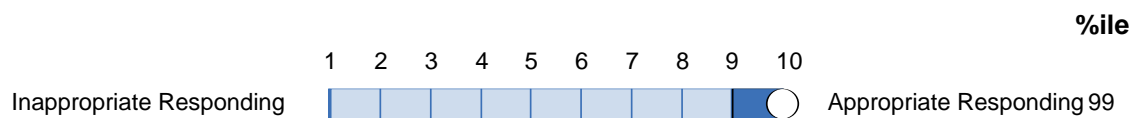
Definition

Reaction to Challenging Customers relates to a scenario in which the individual has to deal with an angry and demanding customer. The focus of this scenario is to determine whether the individual can recognise how to respond appropriately to difficult and challenging customers.

Result

Sally Sample appears as likely as most to know how to manage angry or upset customers effectively. She seems as likely as others to identify acceptable and reasonable outcomes for customers, and may be as effective as most at containing her own emotions when dealing with emotionally-charged individuals. Sally Sample may become as distracted as most people by emotional outbursts from customers and, through coaching, may be able to further improve her skills in managing upset customers.

SCENARIO 5: RESPONDING TO SALES CALLS



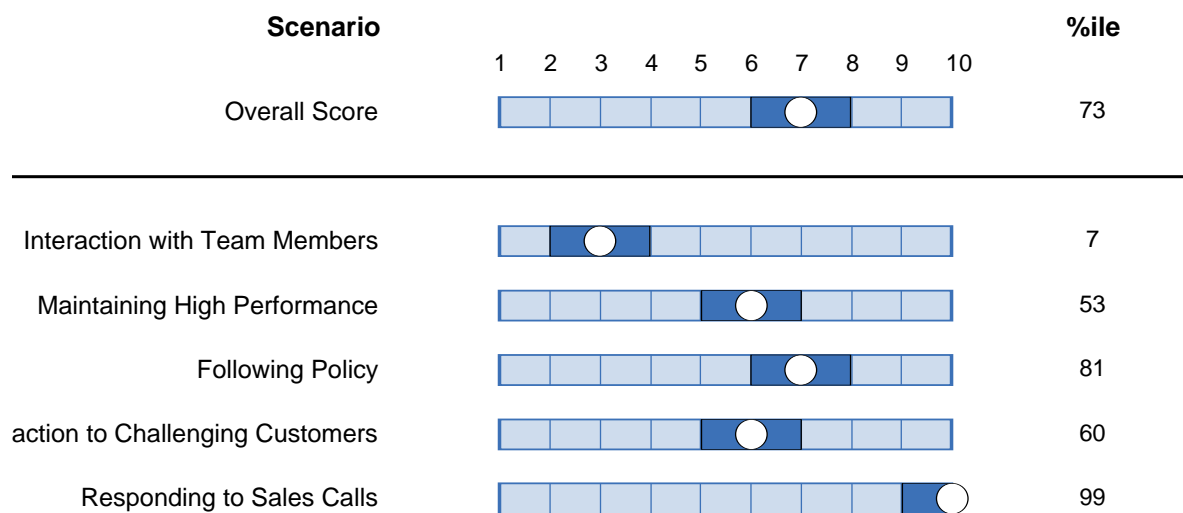
Definition

Responding to Sales Calls relates to a scenario in which the individual is making an outbound sales call and must deal with a disinterested customer. This scenario probes the individual's ability to tackle outbound sales calls in an appropriate and productive manner.

Result

Sally Sample appears more likely than most to know how to manage sales situations over the phone. When cold-calling customers, she is more likely than most to manage barriers to selling in an effective manner. Sally Sample is likely to be more sensitive than most to the customers' needs and to take ownership of calls. She appears more likely than others to have formed useful and effective strategies for managing objections to sales.

Contect Centre Scenario Inventory Profile Chart



Scores based on sten values with Mean=5.5 and SD=2.

%ile=percentile, i.e., percentage of sample below respondent's score.

Norms based on a sample of 83 Respondents.