

Call Center Skills Test

Purpose

To evaluate the capability and aptitude of an individual required for a position in a call center.

General description

The Call Center Skills Test, from which a four-page report is provided to the client, is ideal for evaluating the potential of candidates with or without prior "call center" experience. It measures the following criteria:

- telephone etiquette and the ability to respond professionally to clients on the telephone
- the candidate's ability to use proper grammar
- vocabulary skills relevant to a call center position
- attention to detail and ability to follow specific instructions
- basic math, logic, analytical and telephone problem solving skills

Positions for which the Customer Service Skills Test is appropriate

- Call Center Representative
- Non-Technical Help Desk

Job criteria measured

- telephone etiquette
- ability to respond professionally to clients on the telephone
- grammar
- vocabulary skills
- attention to detail
- ability to follow specific instructions
- basic math
- logic and analytical skills
- telephone problem solving skills

Test administration

The test requires only clerical supervision to administer and takes 60 minutes to complete, in booklet format or via the Internet.

Sample report (excerpt)

Call Center Skills Test

Name of Candidate: Rhonda Radkin
Rating: Superior

The first problem required the candidate to answer twelve multiple-choice questions that evaluated the individual's telephone etiquette and ability to respond professionally to clients on the telephone. This person scored 20 out of a possible 24 points.

Problem two examined the ability to use proper grammar in everyday situations. Twenty-eight simple sentences were provided with one key word missing. The candidate had to choose the best word to complete the phrase from four options. This individual scored 8 out of 12 points.

The third problem presented the candidate with twenty-two words relevant to dealing with clients on the telephone. The goal was to evaluate vocabulary skills by having the person match each word to an appropriate synonym. This candidate scored 19 out of a maximum of 20 points.

Problem four presented fifteen "true/false" statements. The goal was to evaluate telephone knowledge and the candidate's ability to handle various situations with customers over the phone. This person scored 12 out of a possible 15 points.

The fifth problem consisted of four separate questions that evaluated basic math, logic, analytical and telephone problem solving skills. The candidate scored 25 out of a possible 27 points.

Recommendation

With an overall score of 86%, Ms. Radkin demonstrates very strong abilities necessary to succeed in a "call center" job position.

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Sample questions (segments)

1. An irate caller reaches you and starts berating your company's service on a particular product that has been controversial. You should:
 - a. Completely avoid talking about the specific product and change the topic.
 - b. Listen carefully to the caller, take his/her number, and promise to get the appropriate person to call back to resolve any issues.
 - c. Take the offensive when a caller brings up the controversial subject and try to convince the caller that he/she is mistaken.
 - d. Tell the caller that the company is aware of the problem and is taking steps to fix it.
 - e. Just listen - you can't please everyone.

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2. Assume you are working in a "call center" receiving customer telephone calls about your company's products/services. Place the following random activities in the order you would generally execute them to ultimately resolve the majority of client issues. Place the number preceding each statement in the boxes below so that your preferred order reads from left to right.
 - a. Check the client's history of previous/recent calls.
 - b. Consult with team members for issues that cannot be resolved.
 - c. Break the client's key issues into smaller pieces.
 - d. Check your employer's "knowledge base" of common client problems.
 - e. Obtain information about the client's current problem (listen).
 - f. Refer to any "help" files that describe the client's product in detail.

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Evaluation

The overall rating is based on scores according to the following table:

Score	Rating	Recommendation
80 - 100%	SUPERIOR	Candidate strongly demonstrates the skills needed to succeed in a position in a call center.
70 - 79%	GOOD	Candidate will likely be an above average performer in a position in a call center.
60 - 69%	MODERATE	Candidate only moderately displays the skills needed to be successful in a call center position.
59% or Less	LOW	Candidate will likely be a below average performer in a position in a call center.

Languages published

English, French

Date introduced

2001

Validation information

A major validation study is in progress. Walden can perform a validation study of this test at a moderate cost.