Call Center Audit

Features

This report is specifically designed to assess an individual in relation to a call center environment. It reports on handling peak workloads, handling aggressive clients and meeting client needs. Indicates suitability for inbound and outbound environments.

Uses

Can be used to assist in the selection of call center employees and as a training and development tool for existing Call Center Agents.

CALL CENTER AUDITS: Tom Sample

BASIC CHARACTERISTICS

Out-going, people-orientated, enthusiastic, optimistic, analytical, accurate, detail-orientated, cautious, active, flexible

UNDERSTANDING AND RESPONDING TO CLIENT NEEDS

- Tom Sample's approachable manner and orientation towards personal service will instil confidence in the client
- Although Tom Sample communicates enthusiastically and articulately, his listening skills may need to be developed
- He likes to keep clients satisfied and will cater for their needs with charm and enthusiasm but he may lack follow-through and sometimes fail to deliver what he has promised
- Using his strong interpersonal skills Tom Sample will gather much information from clients, using detailed and precise questioning
- Once he has the information that is required, Tom Sample will ensure that responses to clients are accurate, appropriate and delivered timeously

IMPARTING INFORMATION

- As a naturally gregarious and communicative person, Tom Sample will be able to communicate effectively and positively, especially so when adequately prepared and confident of the content of his topic
- He will strive to make a positive first impression with the client
- He will usually achieve this goal by his accuracy and detail as well as by his personality and delivery style
- He can however, be rather verbose and unnecessarily detailed at times
- Being anxious to avoid rejection, Tom Sample may lack confidence when communicating negative or contentious information
- Information is likely to be logical, structured, factual and interesting

PROBLEM SOLVING

- Tom Sample will promote discussion and encourage participation when required to solve problems
- He will motivate teams into action through his confidence, enthusiasm and friendly manner
- Solutions suggested by Tom Sample will usually be imaginative and communicated in a compelling and enthusiastic manner
- If it is necessary for Tom Sample to solve a problem on his own, he may vacillate until he has all the resources required to assess the dimensions of the problem
- Solutions recommended by Tom Sample are likely to be of a high standard in terms of applicability and accuracy

DEMONSTRATING PERSISTENCE WITH SENSITIVITY

- Under favorable conditions, Tom Sample will use a congenial and persuasive approach to solicit information
- However, with persistently uncooperative or uncommunicative clients, he may become bored and disinterested, preferring to move onto other tasks which offer a greater chance of success, harmony and recognition
- With Tom Sample's detail emphasis, he may push clients to provide excessive and sometimes unnecessarily detailed information
- Tom Sample seeks popularity, is sensitive to rejection and works hard to avoid conflict

RESPONSE TO PEAK WORKLOADS

- In his efforts to maintain popularity and service levels, Tom Sample may run the risk of spreading himself too thin
- His optimism may result in him underestimating the complexity or volume of the work while simultaneously, possibly overestimating his abilities to cope with it
- He may have difficulties in planning his work, resulting in poor follow-up, incomplete assignments and missed deadlines
- Tom Sample will require encouragement and support to act proactively and independently
- In order to fully understand this person's response to pressure, we suggest that reference is made to the comments contained in the "Behavior Under Pressure" paragraph within the basic PPA Report

MANAGING AGGRESSION AND UNREASONABLE CLIENTS

- Generally, Tom Sample will work towards a trouble free environment, not liking conflict or rejection. He will use his persuasive and optimistic attitude to strive for harmony
- Tom Sample will rely heavily on using precedent, technical data and rules when faced with aggression or unreasonable clients
- He will respond to aggression in a detailed and analytical manner, but will reject personal aggression
- Tom Sample may use his natural communication skills to talk around unreasonable or objectionable clients

PROACTIVELY PROMOTING PRODUCTS, SERVICES AND CONCEPTS

- The use of imaginative ideas, concepts and persuasiveness together with flair and enthusiasm will underpin Tom Sample's promotional capabilities.
- He will usually be able to solicit feedback from potential clients on his recommendations, decisions and potential stumbling blocks
- He will use charm, wit and persuasiveness to address and minimize objections
- He will, however, need to rely heavily on product and market knowledge and detailed research to prepare for a strong approach
- Although dynamic and enthusiastic, Tom Sample's presentations to clients are likely to have a strong, reinforcing thread of logic running through them.

SUMMARY

In an in-coming call center environment, Tom Sample will interact professionally and enthusiastically with clients. He will usually address client issues through team discussion or delegation and will require detailed information before reaching any final decision or plan of action. He may find working with high volumes of incoming calls stressful, especially from the perspective of initially over-committing and under-planning and then having to compromise his focus on detail and standards.

Tom Sample will possibly be more comfortable in an inbound call center situation with the focus on activity and volume. Here he can maximize his imaginative ideas and persuasive communication style but may be somewhat hampered by his need for variety, impatience and restless energy.

It is unlikely that Tom Sample would have the drive, goal-orientation and stability to achieve in an outbound call center environment