

CALL CENTRE AUDIT

PRIVATE & CONFIDENTIAL

21/05/2004

Mr. Joe Bloggs

Report Unique ID: 35003

BASIC CHARACTERISTICS

Thorough, sceptical, sincere, direct, aloof, independent, strong-willed, deliberate, stubborn, practical, probing, fair.

UNDERSTANDING AND RESPONDING TO CLIENT NEEDS

- Mr. Bloggs has the ability to listen to other's needs and systematically viewpoints
- He will be sincere and enquiring when dealing with client's circumstances
- His assertive nature would initiate a thorough follow-up of all client contacts
- He will probe clients' needs analytically and comprehensively

IMPARTING INFORMATION

- Mr. Bloggs will be assertive, thorough and objective in his communication style
- He will tend to be very confident when dealing within his area of specialisation or expertise
- He may be somewhat slow and reserved when communicating with others
- His communication style could benefit from the introduction of more enthusiasm and personal experience
- Mr. Bloggs may be seen by some people as cold, aloof and disinterested

PROBLEM SOLVING

- Mr. Bloggs's assertive nature, combined with his strong willed independence would enable a forceful problem solving capacity
- Mr. Bloggs will be very thorough and persistent when solving problems
- He will be logical and systematic in his whole approach to problem resolution
- He will tackle all problems with determination, detailed analysis and objectivity

DEMONSTRATING PERSISTENCE WITH SENSITIVITY

- Persistence and sensitivity are both key factors in Mr. Bloggs's make-up
- His natural confidence and sincerity will be definite strengths when dealing with delicate issues
- His direct and, at times, blunt communication style will most often be tempered by his generally amicable and accommodating nature



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- He can be extremely persistent and will seldom take any short cut measures

RESPONSE TO PEAK WORKLOADS

- Mr. Bloggs's systematic and strong willed approach has definite advantages when having to cope with peak work conditions
- He will usually remain calm and unflustered even when faced with abnormal work demands
- He will bring his organisational skills and goal orientation to bear when confronted with peak workloads
- He will not be easily sidetracked by less important issues. He has the ability to prioritise tasks effectively

MANAGING AGGRESSION AND UNREASONABLE CLIENTS

- Mr. Bloggs will be firm and direct but accommodating when confronted with dissatisfied callers
- He will handle unreasonable complaints in a self-controlled and dependable way
- He will strive to reach a mutually beneficial compromise with most people who evidence a high level of dissatisfaction or arrogance
- Mr. Bloggs, when convinced of his own correctness, will seldom yield his position but will at the same time he remain calm and accommodating

PROACTIVELY PROMOTING PRODUCTS, SERVICES AND CONCEPTS

- Mr. Bloggs will promote and present his products in a well-planned and thoroughly professional manner
- He can be independently proactive when the need arises
- Mr. Bloggs can, at times, be quiet, aloof and withdrawn, appearing more reactive than proactive
- In general terms, he will be forceful, bottom-line driven and persistent in his business matters

SUMMARY

Mr. Bloggs's determination, thoroughness, and probing nature would indicate that he would perform well in some call centre environments. He is a natural problem solver and is thorough when completing tasks. However, he may be too forceful and demanding for most inbound activities and too reserved and noncommunicative for both the normal inbound and outbound call centre agent responsibilities.



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