

4/29/2015

AccuVision WRS - CUSTOMER CARE**A P P L I C A N T**

Feedback Report For

Sample Participant

Probability of Success

◆◆◆

4 out of 10

people with the same score as

Sample Participanthave been successful in performing
the job duties associated with entry level positions.

The AccuVision Workforce Readiness System (WRS), Customer Care Module, measures customer care skills and abilities. Included here are skills such as creating and maintaining a positive company image, communicating in a positive manner, making sound decisions, developing solutions for dealing with problem situations, and listening and avoiding misunderstandings. Technical knowledge and experience are not measured by the system. Information in this report is based strictly on the(individual) 's responses to the questions in the AccuVision Personal Qualities Module.

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DEVELOPMENTAL INFORMATION

For

Sample Participant

This report tells you how you did on the assessment, as well as things you can do to make better decisions in these kinds of situations. The report is broken up into 3 sections:

SECTION I: SKILL RANKING

The assessment measures various customer care qualities They are the attitudes and standards that guide your decisions throughout the day at work. This section describes each of the qualities and ranks them according to how you did on the assessment. The strongest quality gets a 1, and the weakest a 5 (a 6, if the Listening component of the assessment was administered). The qualities which scored above average get an 'X'. This information can be used to help decide which customer care qualities are your strongest ones, and which ones you need to work on. Training should be considered for any quality without an 'X', starting with the lowest ranked qualities.

SECTION II: PERFORMANCE ANALYSIS

This section tells you how you did in each of the job situations from the video. Your performance (what you decided was the best thing to do) in each job situation is listed as either "Acceptable" or "Needs Development". The job situations in this section are not in the same order as the video; they are grouped according to which customer care quality they measure.

SECTION III: PERFORMANCE DEVELOPMENTAL STRATEGIES

This section provides suggestions to help you improve your customer care qualities. For additional help, check out local college courses and books (and other resources) at the library.

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SECTION I: SKILL RANKING

Skill	Rank Order *	Performance Level **
<p>Commitment to Quality Works and communicates with clients and customers to satisfy their expectations; actively listens to customers to avoid misunderstandings.</p>	1	
<p>Customer Relations Communicates in a positive manner, especially when handling complaints or conflict; efficiently obtains additional resources as needed to satisfy customer needs.</p>	3	
<p>Decision Making Makes sound decisions when carrying out company policies and guidelines, develops solutions for customer problems, recognizes the limits of own authority and knows when a customer problem should be referred to others.</p>	2	

* Rank Order: 1 represents your strongest skill - comparing you only to yourself.

** Performance Level: "X" indicates that on this skill, you scored better than most of the people that have taken this assessment. ("Most" = 65%)

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SECTION II: PERFORMANCE ANALYSIS

Each of the situations in the tape required you to apply different skills. Below is a list of the work situations that go with each skill. Situations that you handled well appear under 'Acceptable'; poorly handled situations are listed under 'Needs Development'. Each of the situations in the tape required you to apply different skills. Below is a list of the work situations that go with each skill. Situations that you handled well appear under "Acceptable"; poorly handled situations are listed under "Needs Development".

Commitment to Quality

Works and communicates with clients and customers to satisfy their expectations; actively listens to customers to avoid misunderstandings.

Situations In Which the Participant's Performance Was Acceptable

- Evaluates alternative strategies for customer satisfaction, then chooses one that minimizes harm and makes the customer feel supported.
- Appropriately uses voice and body language communicate to the customer that satisfying the customer's need is of highest importance.
- Proactively assists peers for the purpose of increasing overall quality of company operations.
- Balances own work schedule against customer needs; willingly makes adjustments.

Situations In Which The Participant's Performance Needs Development

- Determines customer need and improves customer relations by “listening” to customer comments and requests.

Customer Relations

Communicates in a positive manner, especially when handling complaints or conflict; efficiently obtains additional resources as needed to satisfy customer needs.

Situations In Which the Participant's Performance Was Acceptable

- Remains polite and professional when interacting with customers who make unreasonable demands.
- Increases customer loyalty by immediately addressing concerns and following up.
- Faced with a hostile customer, maintains positive demeanor and earnestly attempts to help the customer.

Situations In Which The Participant's Performance Needs Development

- Handles competing customer needs in a calm and helpful manner, follows through on commitments.

Decision Making

Makes sound decisions when carrying out company policies and guidelines, develops solutions for customer problems, recognizes the limits of own authority and knows when a customer problem should be referred to others.

Situations In Which the Participant's Performance Was Acceptable

- Recognizes when it is best to personally handle customer needs versus when to direct the customer elsewhere.
- Recognizes when more information is needed for making a decision.

Situations In Which The Participant's Performance Needs Development

- Recognizes priorities, then implements solutions based on an understanding of business need.
- Decides when to vary from routine operating policies/guidelines and when to adhere to

them.

- Recognizes the limits of own authority, correctly decides when to use those limits in order to keep the customer satisfied.
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SECTION III: PERFORMANCE DEVELOPMENTAL STRATEGIES

SKILL: *Decision Making*

TASK: *Recognizes priorities, then implements solutions based on an understanding of business need.*

- If you don't know the answer to a customer's question, don't guess. There is nothing more frustrating to a customer than to be told one thing and then find out that the truth is something else. Either find someone who can answer the question, direct the customer to someone who can answer their question, or promise to find the answer and get back to them.
- Occasionally a customer may ask you for something that you cannot do (e.g., asks you to look for something in the back of the store when you can't leave the register). Under such circumstances, explain to the customer why you can't immediately respond and either suggest an alternative or promise to take care of it at a later time.
- Learn to recognize the type of customer requests that should be given priority status, and those that can be considered routine. Seek advice from your supervisor to define "priority status." You can also learn how to define "priority status" from watching your supervisor and other experienced personnel.
- Be proactive and attempt to make the customer's job easy. If you must research a customer's problem and contact the customer later, take the initiative to call the customer back. Avoid asking the customer to call you back. Making the customer's job easy should be a practice that you make part of your "routine" immediately.
- If a problem cannot be immediately resolved and follow-up contact with the customer is required, take responsibility for initiating the follow-up actions. For example, offer to call the customer instead of asking the customer call or come back later.
- Some people think that telling a phone customer that something is "in" or "ready" when they don't know for sure is an acceptable way to get the customer to come to their place of business. This is NOT a good idea. You could be driving away a perfectly good customer. Remember, no customers means no profits, which eventually means no job.
- If a customer calls in making a request, and you know that you cannot provide exactly what the customer is looking for, be honest about it. Tell the customer that the product or service is not available. If circumstances allow for it, suggest a replacement that maybe the customer hadn't been aware of. Alternatively, promise to call back when the product or service is available, then remember to follow up. Failure to follow up will result in a loss of that customer. Following up will gain customer loyalty.

TASK: *Decides when to vary from routine operating policies/guidelines and when to adhere to them.*

- Learn to recognize when a situation is outside of your level of authority. For example, if you are given certain guidelines for how to behave with a customer, but then something comes up that is outside of those guidelines, find a more experienced coworker to help out.
- If a situation comes up and you are in doubt, ask your supervisor for help. It is better to handle a customer problem correctly than to guess and get it wrong.
- Ask your supervisor what customer issues you can resolve versus those that need more authority.
- Customers with problems will often ask to speak directly to the manager. If you feel that you can resolve the problem to the customer's satisfaction, attempt to handle the problem personally. However, even if you feel it necessary to pass the customer along to a manager, get all the information you can about the problem first.
- Plan ahead. Think about possible customer problems and be ready with suggestions and/or solutions.
- If you feel it necessary to change from your normal way of doing things, consider how your change will affect other customers and coworkers. If necessary, seek supervisory help with the decision.
- Review and evaluate your decisions. Did you make the right decision? Discuss your decision with your supervisor. Should you have made the decision without guidance, or should you have sought out help?

TASK: *Recognizes the limits of own authority, correctly decides when to use those limits in order to keep the customer satisfied.*

- Learn to recognize what you can do and can't do for any situation. If, for example, you are given some leeway for giving away product (e.g., food in a restaurant, out of date sales prices) to a customer who has a bad experience, it may not always be necessary to do so. Learn to evaluate the balance between customer need and business need and base your actions according to that understanding.
- Sometimes it may be necessary for you remain patient with customers who seem to be making unreasonable demands. It may only be that they lack some understanding.

Keep your voice calm as you try to resolve their problem.

- Occasionally, in the interests of maintaining good customer relations, it is necessary to let the customer “get away with it.” Learn to recognize when it is best to let the customer have their way, and when it is best to say “no.” Remember, even when saying “no,” it is important to remain professional.
- Occasionally you will be faced with awkward customer situations. Discuss with more experienced coworkers what they have done in similar situations, then learn from their experience.
- Accept ownership for problems or complaints. Keep in mind that even though you, personally, may have had nothing to do with a problem, you represent the company to the customer. Avoid blaming others or procedures for problems that occur.
- After you have taken the necessary actions to deal with a customer’s problem, identify yourself to the customer as someone they should contact if they have any additional needs.
- Keep up with all the new products and services offered by your company. You can do this through reading company newsletters, memos, and catalogs. Knowledge of what is available for your customers will help in balancing business need and customer satisfaction.
- When discussing the benefits of a product or service with a customer, tailor your comments to the specific customer. First, attempt to understand the needs of the particular customer by asking open-ended questions. What is his or her understanding of the product or service offered? Check for your own understanding by repeating their needs back to them in your own words. Then use your understanding of their needs to tailor your comments.
- Have supporting information available to back up your views and opinions when interacting with your customer. You aren’t in an argument. However, the more information you can share with the customer the more likely you are to be able to resolve their concern.

SKILL: *Customer Relations*

TASK: *Handles competing customer needs in a calm and helpful manner, follows through on commitments.*

- On those occasions where you have two customers needing your attention at the same time, always be polite and respectful to both customers. Before attending to either customer, make sure that the other customer is okay and promise to get right back.

- If you leave one customer to assist another, be sure to return to the first customer when your business with the other customer is done. Make sure that the customer you left behind feels confident that you have done everything you could to assist.
- Consider how attending to one customer is going to affect the other customer. If you are not going to be able to get back to the first customer, find someone to take your place.
- Remember that your customers have different needs and experiences. Some may have had a bad day and are real intense and demanding, whereas others may be calm and cool. If you have multiple customers demanding your attention at the same time, try to evaluate their mood. The “squeaky wheel” generally gets first consideration but make sure that the other customer knows you will make every effort to help them as well.
- Sometimes it may be necessary for you to help customers locate certain products. When possible, put in the extra effort to accompany them to the correct aisle and lead them to the product. If for any reason you can't do that (e.g., you are assisting another customer), then be very specific in your directions and guidance.
- Recognize that in order to be of assistance, you must first assess the specific needs and requirements of your customers. If you are working with more than one customer, you must understand the needs of both and make sure that the needs of both customers are met.
- There are times when you must hand a customer off to a coworker. You can improve your ability to do so effectively by getting to know what your coworkers can and cannot do. Through conversations with your manager and experienced coworkers, learn the general function of other people and other departments. Seek opportunities to work with other departments to get to know them better. Build positive working relationships.
- Take the time to learn the roles and responsibilities of your coworkers so that you are able to anticipate their needs. In addition, try to see issues and situations from their perspective before you ask for assistance or place additional demands on them for help.

SKILL: *Commitment to Quality*

TASK: *Determines customer need and improves customer relations by “listening” to customer comments and requests.*

- Sometimes it is necessary to “listen” between the lines of customer comments and requests. Note the customer’s body language. Often the customer just wants help and may be expressing the request poorly. Find out what the customer really needs and do

what you can to respond to that need.

- Recognize that in order to be of assistance, you must first understand the needs and concerns of your customers.
- Ask the customer questions to determine potential needs and interests, and then talk to the customer about the products/services that you think best match the customer's needs.
- When determining a customer's needs, try to ask questions that require the customer to explain. You will gain useful information from questions such as, "What do you need the product for?" or "How often do you need the product?" or "How do you intend to use the product?"
- Keep in mind that it is sometimes useful to restate in your own words what you see as the customer's description of his/her needs. This helps prevent misunderstandings and ensures that your recommendations are on target.
- Never send the customer away frustrated. You are responsible for the customer's satisfaction, regardless what past history that customer has with your company. Be friendly and courteous and help the customer to find the information that he/she seeks.
- Avoid the temptation to try to explain the cause of the problem (e.g., "I wasn't here last week so I don't know what happened.") or recommend a solution without knowing all the facts.
- Always evaluate your performance. Did you resolve the customer's issue in a quick and effective manner? Could you have done better?