

**CCSI**<sup>2008</sup>  
Contact Centre  
Scenario Inventory

**Anny Anonymous**

**22/07/2008**

*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

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### **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.

### **SUB-COMPONENTS**

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

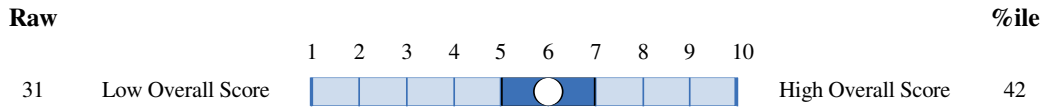
### **NORM GROUP**

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

# CONTACT CENTRE SCENARIO INVENTORY SCORES

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## OVERALL SCORE



### Definition

The Overall Score reflects the likelihood that the individual will effectively respond to challenging customers, manage relationships with other team members, maintain behaviours that contribute to high contact centre performance, apply appropriate priorities around policy, identify opportunities to add value to the customer's experience, and manage sales calls.

### Result

Anny Anonymous's responses in the CCSI suggest that she is as likely as most to behave appropriately and perform well in a range of contact centre situations. Overall, she appears as likely as most to manage challenging customers and interact with team members constructively, motivate herself and adhere to contact centre schedules and policy appropriately, identify opportunities to add value to the customer's experience, and respond well to sales calls. Anny Anonymous appears about as likely as most to behave in a way that is suitable for work in a contact centre environment.

## REACTION TO CHALLENGING CUSTOMERS



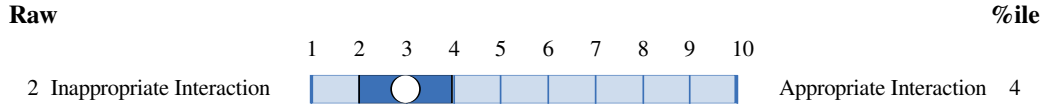
### Definition

Reaction to Challenging Customers focuses on how appropriately the individual responds to difficult and challenging customers.

### Result

Anny Anonymous is likely to benefit from coaching to improve her skills in dealing with customers who are angry or upset. She may not wish to converse with difficult customers, and is more likely than most to pass the customer on to another employee or manager unnecessarily. Anny Anonymous may be more likely than most to succumb to the emotional heat of the situation, which may lead to reactions that worsen the situation. Anny Anonymous may be more likely than most to be defensive towards an angry customer and may react in a way that leads to the customer becoming increasingly upset and dissatisfied.

## INTERACTION WITH TEAM MEMBERS



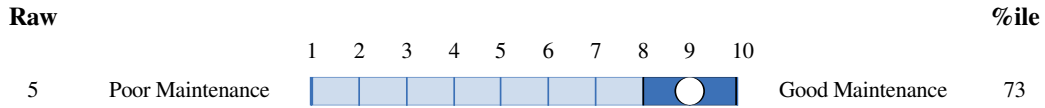
### Definition

Interaction with Team Members looks at how likely it is that the individual will appropriately interact with other team members in the contact centre environment.

### Result

Anny Anonymous is likely to benefit from coaching to improve her interaction 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. Anny Anonymous may have more difficulty than most in reacting appropriately to heated situations in the contact centre. She may also consider it more important to justify her actions than to maintain team harmony.

## MAINTAINING HIGH PERFORMANCE



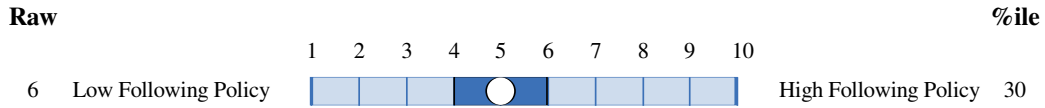
### Definition

Maintaining High Performance examines behaviours that contribute to high contact centre performance such as adherence to schedule.

### Result

Anny Anonymous is more likely than most to sustain a high level of performance, even during busy situations such as during a campaign. More than most, she will be likely remain focused on the task at hand and persevere with the schedule that has been set. Anny Anonymous is more likely than others to recognise the importance of a schedule in a contact centre environment and how breaking that schedule can affect the overall performance of the centre. She is likely to maintain a higher level of performance than most, despite hard or monotonous work. Anny Anonymous will probably be aware of the implications of a her actions in a busy contact centre environment. As such, she is likely to tailor her call-answering style in order to focus conversations and optimise call times.

## FOLLOWING POLICY



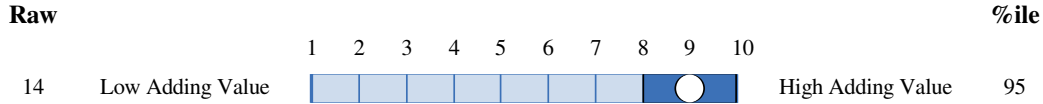
### Definition

Following Policy focuses on behaviours that contribute to appropriate adherence to policies set by the organisation relative to the demands of a given contact centre situation.

### Result

Anny Anonymous is as likely as most to recognise situations that are urgent or important enough to necessitate flexibility around minor policies. Anny Anonymous may recognise the need for flexibility in some situations but not others. As such, it is possible that occasional issues around flexibility may be influenced by adherence to policy. A degree of coaching may help Anny Anonymous to weigh up appropriately the urgency of a situation and the importance of following policy.

## ADDING VALUE FOR CUSTOMERS



### Definition

Adding Value for Customers examines behaviours associated with picking up on cues from customers and helpfully offering additional products and services to them.

### Result

Anny Anonymous is more likely than most to identify situations that might lead to opportunities to provide customers with additional services and products. She is more likely than most to detect subtle cues that could help to identify areas where extra value might be provided for the customer. As such, she may be more aware of and sensitive to customer needs than most. Anny Anonymous may also be more likely than most to be motivated to exceed customer expectations. She may use open questioning styles more appropriately than most, thus helping her to obtain information that might be used to identify opportunities to add value.

## RESPONDING TO SALES CALLS



### Definition

Responding to Sales Calls focuses on behaviours associated with tackling outbound sales calls in an appropriate and productive manner.

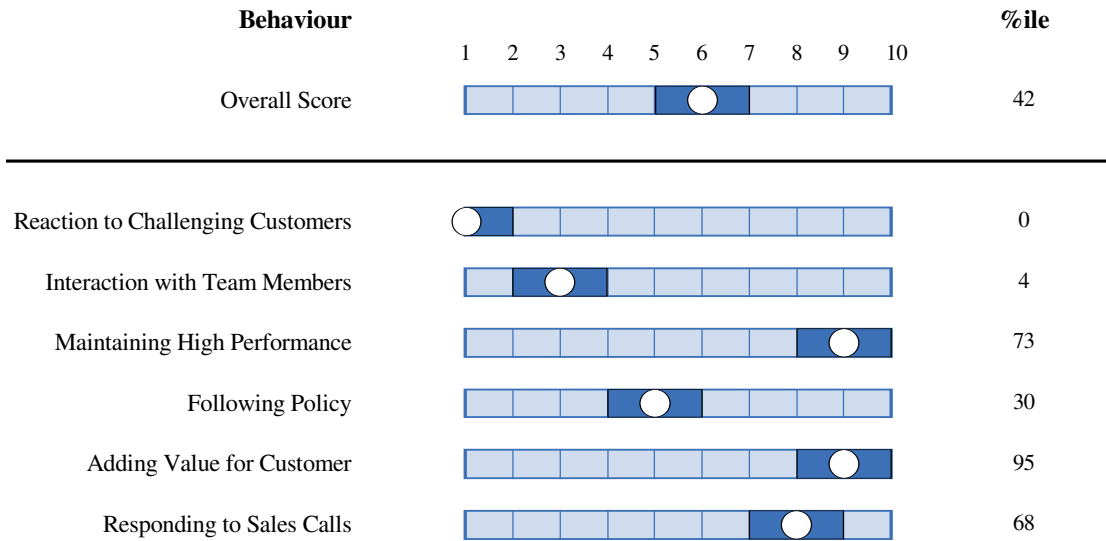
### Result

Anny Anonymous is more likely than most to react well to managing sales situations over the phone. When cold-calling customers, she is more likely than most to manage barriers to selling in an effective manner. Anny Anonymous is likely to tend more than most to be sensitive 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.

# CONTACT CENTRE SCENARIO INVENTORY PROFILE CHART

**Anny Anonymous**

**22/07/2008**



*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.