

Call Centre Audits

Private & Confidential

05/12/2007

Mr. Thomas Sample

	I	II	III
D	7	5	2
I	4	3	1
S	8	6	2
C	4	8	-4

Basic Characteristics

Thorough, independent, friendly, amiable, kind, tenacious, communicative, industrious, opinionated, hard-working, forceful, dependable

Understanding and Responding to Client Needs

- Mr. Sample is thorough, friendly and sincere
- He is a good listener and a relaxed communicator who will strive to understand clients' needs fully
- His steady approach will ensure full understanding before any action is taken or recommended
- He can be assertive when necessary but will normally come across as kind, supportive and caring
- He has the ability to develop trust in those with whom he works

Imparting Information

- He is a natural and competent all round communicator
- Indications are that Mr. Sample is patient and thorough and should be able to assist others in understanding complex information
- Mr. Sample's thoroughness may irritate more active listeners
- He places a great deal of importance on a systematic and direct communication style
- If he is not totally familiar with all the facts, he will not hesitate to say so

Problem Solving

- Mr. Sample is dependable and persevering and will see problems through to its conclusion
- He will research in detail so as to fully understand the problem before recommending a solution
- He can be forceful and persistent in resolving problems
- Mr. Sample is by nature a good communicator and will ensure that those involved are fully informed at all times

Demonstrating Persistence With Sensitivity

- Mr. Sample is serene, sensitive and poised and has the ability to reassure his clients
- Order, loyalty and sincerity are an integral part of his personality
- His assertive yet kind and accommodating nature will encourage people to accept his recommendations
- He will tend to be systematic and caring at all times

Response to Peak Workloads

- Mr. Sample will resist, and possibly even resent, being hurried
- He prefers to complete one task at a time, without unnecessary interruptions
- He dislikes unplanned change and will rely heavily on proven procedures when burdened with exceptional work pressures
- Mr. Sample will keep a level head when pressurized, putting people's feelings and interests first
- However, his assertiveness will become evident if pressures are unreasonable

Managing Aggression and Unreasonable Clients

- Mr. Sample's sincere and friendly approach will, in most instances, reduce levels of irritability and aggression
- His good communication and excellent listening skills will be a real asset in contentious situations
- He will attempt initially to assert himself by persuasion, but with continued confrontation he may become impatient and less accommodating
- He has strong opinions and will defend them stubbornly and assertively when challenged unreasonably

Proactively Promoting Products, Services and Concepts

- Mr. Sample will present and promote in a calm and well-ordered manner
- He will utilize his well-rounded communications and interpersonal skills to the fullest extent possible
- Mr. Sample can be very persuasive and determined in his promotional activities
- As a result of his strong goal-orientation, he will persevere even with the most hesitant of clients

Summary

Mr. Sample's kind, thorough, strong and friendly character should make him well suited to outbound call centre and support functions. He may not feel as comfortable in an inbound call centre environment.