Customer Service AP

Report prepared for: **John Sample** 13-February-2006

Customer Service Aptitude Profile

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SNAPSHOP OF CUSTOMER SERVICE CHARACTERISTICS

HIGHLY RECOMMENDED FOR A CUSTOMER SERVICE ROLE.

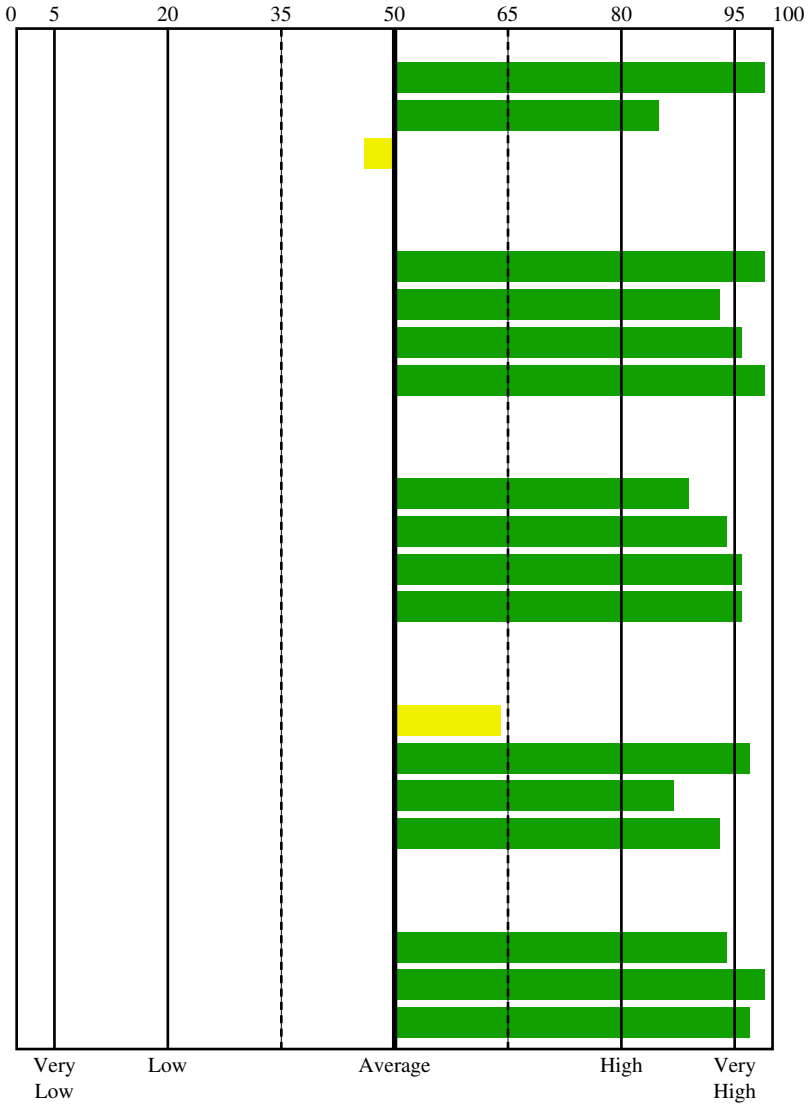
Customer Service Characteristics	Strength	Potential Strength	Needs Development
Diplomacy in relating to others	■		
A cooperative attitude	■		
Patience	■		
A relaxed attitude	■		
An ability to restrain assertiveness in relating to others	■		
A focus on achievement and getting things done	■		
An ability to be non-competitive when relating to others in a customer service situation			■

More detailed information is provided in the body of this report.

CUSTOMER SERVICE PROFILE

Validity: This person appears to have responded to Customer Service AP items consistently. The Customer Service AP scores have been adjusted for either an unusually positive or unusually negative style of self-presentation (see the body of this report for more detailed information). Though the report is based on the adjusted scores, it should still be read with this person's response style in mind.

		%ile	Adj. %ile
Sales Success			
Sales Disposition	(SAL)	99	99
Initiative-Cold Calling	(CC)	93	85
Sales Closing	(CLS)	57	46
Motivation, Achievement			
Achievement	(ACH)	99	99
Motivation	(MOT)	97	93
Competitiveness	(CMP)	96	96
Goal Orientation	(GO)	99	99
Work Strengths			
Planning	(PLN)	95	89
Initiative-General	(INI)	94	94
Team Player	(TMP)	96	96
Managerial	(MGT)	98	96
Interpersonal Strengths			
Assertiveness	(AST)	81	64
Personal Diplomacy	(PDL)	98	97
Extraversion	(EXT)	93	87
Cooperativeness	(COP)	96	93
Inner Resources			
Relaxed Style	(RLX)	94	94
Patience	(PAT)	99	99
Self-Confidence	(SCN)	98	97



Users of this WPS Test Report should be familiar with the material presented in the Employers' Guide to the Customer Service AP. No personnel or other decision should be made based on this report alone without confirming information from independent sources.

Validity and Response Style

The Validity and Response Style scales represent the individual's level of attention to the meaning of Customer Service AP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 0 indicates that this person paid appropriate attention to the meaning of Customer Service AP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

This person obtained a Self-Enhancing (ENH) score at the 91st percentile. This style of self-presentation is somewhat more positive than that of most people. This is often a characteristic of job applicants or others trying to make a good impression in business, social, or other situations, or it may reflect an individual who is confident about identity, work habits, or capabilities. Others are likely to describe this person's self-regard as highly positive.

In addition, the Self-Critical (CRT) score at the 2nd percentile suggests that this individual may be less likely than most to make statements that are highly self-critical or reflect weaknesses.

These scores and the Self-Confidence score at the 97th percentile suggest a person who will confidently give the best possible self-presentation and leave others with a favorable impression.

Customer Service and Inside Sales Characteristics

Characteristics that are important to success in most customer service or inside sales roles are reflected to a large extent in an individual's responses to items on the Personal Diplomacy (PDL), Patience (PAT), and Relaxed Style (RLX) scales. To a lesser extent, responses to items on the Assertiveness (AST) scale and an expressed interest in career areas related to education or social service also indicate characteristics that contribute to success in customer service settings.

This individual's Personal Diplomacy (PDL) score is at the 97th percentile indicating that he or she will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role.

This Patience (PAT) score at the 99th percentile indicates a person who is likely to be more patient than most people, which can be of great value in such settings.

With an Assertiveness (AST) score at the 64th percentile, this individual appears to have an average level of tolerance for customer service situations that require him or her to refrain from asserting his or her own demands in transactions with others.

The Relaxed Style (RLX) score at the 94th percentile suggests that he or she is likely to be relaxed in most customer service and inside sales situations.

He or she appears to be at least moderately interested in a role such as customer service, that involves helping others to meet their needs and achieve their goals.

Consideration of additional customer service success characteristics reflected by this person's Customer Service AP responses is provided in the following detailed interpretation of the Customer Service AP scale scores.

Sales Success Characteristics

Because many customer service roles include a sales component, aspects of this individual's Customer Service AP responses that reflect his or her likelihood of being successful in sales work are considered in this section.

The Sales Success scores include three scores. The Sales Disposition (SAL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in sales careers. The Initiative-Cold Calling (CC) score summarizes an individual's responses to statements from the Initiative-General (INI) scale that reflect characteristics necessary for success in cold-calling. The Sales Closing (CL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in closing sales.

This individual's Sales Success scores are at the 99th percentile for Sales Disposition (SAL), at the 85th percentile for Initiative-Cold Calling (CC), and at the 46th percentile for Sales Closing (CL).

The Customer Service AP responses for this individual are very similar to those typical of people who successfully perform sales activities.

He or she can be at least moderately effective at cold-calling.

Motivation and Achievement Characteristics

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score at the 99th percentile for this person indicates he or she consistently achieves and follows through at a high level.

This person is likely to perform at a high level on measures of academic achievement.

He or she is likely to perform exceptionally well on the job.

whose motivation or inner drive is relatively strong and who is likely to sustain this level of motivation

The Competitiveness (CMP) score reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score at the 96th percentile suggests that he or she values competition.

The Goal Orientation (GO) scale describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score at the 99th percentile indicates that he or she is likely to be more strongly focused on goals and objectives than are most people and feels securely on the road to their attainment.

Work Strengths

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score at the 89th percentile suggests that this individual consistently plans, organizes, and applies very effective work habits. He or she will make good use of specific plans and strategies for meeting deadlines and achieving objectives. This ability appears to be quite strong, and is likely to be engaged even for tasks that are not directly related to his or her own specific goals.

He or she can accept direction from others, including supervisors at work, and will be comfortable when given such direction.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score at the 94th percentile suggests that this individual is much more comfortable than most people taking initiative in almost any business, academic, or social situation.

He or she is likely to be described as a "self-starter".

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score at the 96th percentile suggests this person sees himself or herself as getting along well with others. He or she will probably work very well with others as part of a team or work group, and may even prefer this type of arrangement.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score at the 96th percentile suggests that he or she has given responses that are highly similar to those given by individuals in management, supervisory, or other leadership roles. This person is likely to be very good at consistently inspiring and motivating others. He or she is likely to be seen as having excellent overall management potential.

Interpersonal Strengths

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment. These characteristics play a very important part in the successful conduct of customer service activities.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score at the 64th percentile indicates an individual who is moderately assertive and reasonably effective in situations calling for directness of self-expression. This style is an asset in many situations, but can interfere with the successful performance of some kinds of customer service roles.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score at the 97th percentile suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others, a major advantage in most customer service settings.

Individuals with this combination of AST and PDL scores express themselves about as assertively as most others, and their style will almost always be perceived as tactful.

The Extroversion (EXT) scale score indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score at the 87th percentile indicates a person who describes himself or herself as more extroverted than most people, which can be an asset in many customer service settings, and who will be reasonably comfortable in customer service situations that require taking the lead in establishing contact with others.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This COP score at the 93rd percentile suggests that this person is likely to be very comfortable in taking directions or suggestions from others and working cooperatively, which is an ideal characteristic in most customer service roles.

Inner Resources

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score at the 94th percentile describes a person who has a much more relaxed style than most people and uses effective techniques to cope with tension. He or she can handle stress or pressure well.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score at the 94th percentile describes a person who is He or she has a generally relaxed, outgoing style and will reach out to others in most business, academic, or social settings, which is a distinct advantage in most customer service roles.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score at the 99th percentile suggests that he or she is more patient than most. This would be an advantage in most customer service settings.

He or she will probably not be deterred by work tasks that involve routine detail.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score at the 97th percentile suggests this person is generally self-confident and self-assured, which would be an asset in most customer service settings.

Additional Profile Characteristics

In addition to the interpretation of single scores on the Customer Service AP scales, some specific combinations of Sales Success Characteristics, Motivation and Achievement Characteristics, Work Strengths, Interpersonal Strengths, and Inner Resources are associated with particular approaches to the work environment related to performing in a customer service role.

Careful consideration of this person's scores in combination will shed additional light on his or her particular work strengths.

Career Interest Areas

Some clusters of Customer Service AP items are often observed to be associated with the traditional Realistic, Investigative, Artistic, Social, Entrepreneurial, and Conventional occupational interest areas. Below is an indication of how interested this individual is in each of these areas as well as a short explanation of the occupational interest for each area.

Realistic: *Moderate* - Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.

Investigative: *Moderate* - Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.

Artistic: *Moderate* - Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.

Social: *High* - Social or educational and social service areas such as teaching, social work, social service direction and recreation, or counseling.

Entrepreneurial: *Moderate* - Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.

Listing of recorded information

Name: John Sample

Date tested: 13-February-2006

ITEM RESPONSES

The scores and the interpretation in the SalesAP Report are based on the responses listed here.

001. 2 | **002.** 3 | **003.** 1 | **004.** 5 | **005.** 2 | **006.** 2 | **007.** 4 | **008.** 2 | **009.** 2 | **010.** 3 |

011. 2 | **012.** 2 | **013.** 3 | **014.** 1 | **015.** 2 | **016.** 2 | **017.** 1 | **018.** 3 | **019.** 2 | **020.** 1 |

021. 2 | **022.** 1 | **023.** 5 | **024.** 5 | **025.** 5 | **026.** 3 | **027.** 1 | **028.** 1 | **029.** 2 | **030.** 2 |

031. 1 | **032.** 4 | **033.** 1 | **034.** 5 | **035.** 1 | **036.** 1 | **037.** 3 | **038.** 4 | **039.** 2 | **040.** 5 |

041. 5 | **042.** 4 | **043.** 2 | **044.** 1 | **045.** 1 | **046.** 1 | **047.** 3 | **048.** 4 | **049.** 2 | **050.** 5 |

051. 1 | **052.** 1 | **053.** 2 | **054.** 1 | **055.** 4 | **056.** 1 | **057.** 4 | **058.** 2 | **059.** 4 | **060.** 5 |

061. 1 | **062.** 3 | **063.** 2 | **064.** 4 | **065.** 2 | **066.** 4 | **067.** 2 | **068.** 1 | **069.** 4 | **070.** 2 |

071. 1 | **072.** 2 | **073.** 1 | **074.** 1 | **075.** 5 | **076.** 4 | **077.** 5 | **078.** 4 | **079.** 2 | **080.** 4 |

081. 1 | **082.** 1 | **083.** 2 | **084.** 2 | **085.** 4 | **086.** 1 | **087.** 1 | **088.** 3 | **089.** 1 | **090.** 5 |

091. 5 | **092.** 1 | **093.** 1 | **094.** 2 | **095.** 1 | **096.** 5 | **097.** 5 | **098.** 2 | **099.** 4 | **100.** 3 |

101. 4 | **102.** 1 | **103.** 2 | **104.** 2 | **105.** 1 | **106.** 2 | **107.** 1 | **108.** 1 | **109.** 3 | **110.** 5 |

111. 3 | **112.** 3 | **113.** 5 | **114.** 5 | **115.** 5 | **116.** 5 | **117.** 5 | **118.** 1 | **119.** 3 | **120.** 3 |

121. 5 | **122.** 1 | **123.** 1 | **124.** 1 | **125.** 1 | **126.** 2 | **127.** 1 | **128.** 4 | **129.** 1 | **130.** 2 |

131. 3 | **132.** 2 | **133.** 2 | **134.** 2 | **135.** 1 | **136.** 3 | **137.** 2 | **138.** 1 | **139.** 1 | **140.** 1 |

Response Key

1 Always True

2 Mostly True

3 Sometimes True and Sometimes False

4 Mostly False

5 Always False

End of the Report

Customer Service Achievement Recommendations

These recommendations, based on the Customer Service AP test profile, are designed to help you improve or enhance your motivation and achieve your goals in customer service roles and activities.

You may find some of these suggestions more helpful than others. Because your motivation is one of your most valuable assets, it is highly recommended that you make a continuing, long-term effort to use those suggestions that you discover to be the most effective.

Refine Your Goals

- Exercise your strong ability to set meaningful priorities and define worthwhile goals. Be involved in planning and organizing customer service activities that will enhance your own performance and that of your group or business.
- Do not allow your strong ability to perceive appropriate goals become an end in itself, so that your attention is deflected from other essential aspects of successful customer service achievement, such as commitment, planning, and follow-through.
- Be sure to link your customer service goals and objectives to specific plans and activities, and examine your daily activities to make sure they are furthering these goals and objectives.
- Even if you are in an academic situation and are performing up to your potential, periodically reevaluate and update your major goals and objectives.
- In addition to customer service, you should consider careers in which frequent contact and interaction with other people is crucial to the job. Careers that fit this category are, for example, sales, marketing, consulting, management, public relations, and other similar areas.

Increase Your Motivation and Level of Commitment

- Make use of your ability to motivate and inspire yourself and others in customer service situations. Link your inner enthusiasm, emotions, and motivational drive to your customer service goals and objectives. Making sure in this way that the other elements of success are in place will help you maintain success in customer service over a long period of time.
- Identify an individual who is successful in a customer service role. Consider what makes that individual successful in this role, and strive to develop similar ways of working.
- Do not assume that a strong competitive drive is sufficient to maintain motivation over a long period of time, especially in customer service. Make sure that you simply enjoy helping others, without any sense of competing against anybody.
- Striving to be the best can be a strong motivator, but if you do not succeed in being the best, remember not to judge your value as a person by this criterion.

Be Sure to Plan Ahead and Follow Through

- In customer service areas, be sure to involve yourself in roles and activities in which you and your group or company can benefit from your strong planning, organizing, and scheduling abilities.
- Do not assume that strong planning and organizational skills alone are sufficient to achieve customer service goals. Make sure that you also work to develop and maintain an attitude of helpfulness towards others.
- Be sure to link your planning, organizing, and scheduling activities to specific customer service goals and objectives. In this way, you can make sure that your planning activities are not simply for the purpose of keeping busy, but that they will be directly related to your most important goals.

- While your planning and work habits appear to be quite strong, so that you will naturally achieve in many situations, you may still benefit from periodically reviewing your goals and activities to make sure that you are making effective use of your time, energy, and resources to achieve your customer service goals.
- Make sure that you apply good planning and organizing strategies to all tasks that are relevant to achieving important customer service goals, and not just to those tasks you happen to prefer.
- You should be involved in customer service roles and activities for yourself and for your group or business that fully engage your strong ability to follow through on tasks, objectives, or goals.
- In addition to exercising your strong follow-through skills, be sure to remember that in most customer service roles, it is important to simply be helpful to others.
- Be sure to link your strong follow-through skills to your major customer service goals, so that these skills are not engaged simply for the purpose of getting things done, but will directly further your most important goals in this area.
- If you are in an academic situation, even if you are already satisfied with your level of achievement, you may still want to consider refining your ability to concentrate, focus, and manage your time efficiently. For example, you may benefit from reviewing deadlines for reports or the completion of other assignments and resetting them for an earlier date.
- The goal-setting and motivational elements all appear strong in your profile. You and your group or company will benefit if you are in a position where you can work on customer service projects that engage a full range of performance factors and in which you can be involved from start to finish.

Expand Your Personal and Interpersonal Skills

- You described yourself in highly positive terms in this profile. Although a high level of self-confidence is an asset, you will also benefit from looking closely at areas of weakness you may have that can be strengthened. Also, be careful to guard against holding yourself and others to unreasonably high expectations.
- Your profile indicates that the "sales" aspect of your personality style may be a strength. If so, consider how you may want to utilize this aspect of your personality to "sell" ideas to others in your everyday work situation.
- Your profile suggests that your comfort in contacting others (what sales people refer to as "cold-calling") can be an asset in your career. Utilize this characteristic to widen your social and career network.
- If you find that you are not always successful in influencing others to your way of thinking, you might consider some sales training in the area of sales closing techniques and approaches, even if you are not a salesperson.
- Consider utilizing any supervisory, managerial, or mentoring skills you have to help others achieve their potential. Even if you are not formally in a managerial role, this will help you to widen your network and enhance your value to others and to your career.
- You are likely to find that the support and cooperation you give in working with others is highly important in a customer service situation. However, consider whether this might keep you from taking the initiative in other career situations where independence and aggressiveness are necessary for success.
- Being diplomatic or tactful in not directly offering your ideas and reactions to others may be an asset in customer service situations, but it is not always an asset in other career situations. When appropriate, practice openly sharing your ideas and reactions of the moment.

END OF CUSTOMER SERVICE AP RECOMMENDATIONS.