# Contact Center Simulations: Phone Agent Simulations and Solutions

## Assessment Fact Sheet

### Overview

Our Contact Center Simulations include four standard modules: the Customer Service Phone Simulation or Solution, and the Sales & Service Phone Simulation or Solution.

**The Customer Service Phone Simulation** is designed for entry-level positions in a contact center environment where the main focus is customer service. This simulation includes scenarios (call types) that involve providing assistance with a customer's online account, and responding to a request to cancel a service.

Sample tasks for these jobs include:

*   Verifying the customer or account;
*   Taking ownership of customer issues;
*   Interacting with customers to provide information;
*   Responding positively to difficult, irate, or confused customers;
*   Listening attentively to callers;
*   Resolving calls in a timely manner;
*   Navigating within multiple information menus to view customer account details and process information; and
*   Typing information quickly and accurately.

Potential job titles that use this simulation include:

*   Call center representative,
*   Contact center representative,
*   Contact center agent,
*   Customer service agent,
*   Customer service representative, and
*   Customer advocate.

**The Customer Service Phone Simulation** can be administered as a standalone assessment or as part of a solution. The Customer Service Phone Solution includes the Customer Service Phone Simulation and two behavioral assessments: Achievement and Learning Potential.

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**The Sales & Service Phone Simulation** is designed for contact center roles that involve sales or salesrelated behaviors such as recommending products or services and retaining customers. This simulation includes scenarios that allow the expression of sales-related behaviors, such as responding to customer objections, or noting the benefits of an offer or course of action.

Sample tasks for these jobs include:

• Interacting with customers on the phone to sell a product/service;
• Adding new or upgraded products or services;
• Extending promotional or retention offers;
• Responding appropriately to customer objections;
• Navigating to information menus to assist the customer and process information; and
• Typing information quickly and accurately.

Potential job titles that use this simulation include:

• Telesales representative,
• Outbound sales representative,
• Telemarketer, and
• Contact center representative.

**The Sales & Service Phone Simulation** can be administered as a standalone assessment or as part of a solution. The Sales & Service Phone Solution includes the Sales & Service Phone Simulation and three behavioral assessments: Sales Focus, Achievement, and Learning Potential.

Job Level ............................................................................ Entry Level
Job Family/Title ................................................................. Contact Center
Localizations Available ..................................................... English (US)

## Details

Time Estimate for Simulation ........................................... 20 Minutes (Customer Service)
............................................................................................. 20 Minutes (Sales & Service)
Time Estimate for Solutions ............................................. 30 Minutes (Customer Service)
............................................................................................. 35 Minutes (Sales & Service)
Number of Scenarios Per Simulation .............................. 2
Designed for Unproctored Environment ......................... Yes
Question Format for Simulation ....................................... Simulation, Multimedia Situational Judgment Test, Data Entry, Typing
Question Format for Solution ........................................... Simulation, Multimedia Situational Judgment Test, Data Entry, Typing, Multiple Choice

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## Competencies Measured

| Competency | Customer Service Phone Simulation | Customer Service Phone Solution | Sales & Service Phone Simulation | Sales & Service Phone Solution |
|---|---|---|---|---|
| Service Orientation | ● | ● | ● | ● |
| Issue Resolution | ● | ● | ● | ● |
| Attentiveness | ● | ● | ● | ● |
| Navigation | ● | ● | ● | ● |
| Accurate Typing | ● | ● | ● | ● |
| Achievement | | ● | | ● |
| Learning Potential | | ● | | ● |
| Sales Focus | | | | ● |

**Service Orientation:** The tendency to engage in behaviors such as taking ownership of customer issues; advocating for the customer; and engaging the customer using appropriate tone, positive language, sensitivity, and respect

**Issue Resolution:** The tendency to engage in behaviors that guide the customer toward issue resolution, including identifying customer needs, educating the customer, offering mutually acceptable solutions, ensuring issue resolution, and anticipating future issues

**Attentiveness**: The ability to respond quickly to incoming calls, listen effectively to minimize the need for the customer to repeat information, and resolve calls in a timely manner

**Navigation:** The ability to assist the customer by navigating quickly and accurately within a realistic simulated contact center environment

**Accurate Typing:** The ability to accurately process information and enter it into data fields, typing quickly and accurately (including proper spelling and punctuation) while listening to the customer

**Achievement:** The tendency to set and accomplish challenging goals and persist in the face of significant obstacles; characterized by working hard, taking satisfaction and pride in producing high-quality work, and being competitive

**Learning Potential:** The potential to learn new information and work-related tasks and use information to form solutions to complex work situations

**Sales Focus:** The tendency to suggest or show alternative solutions based on customer needs; characterized by directing conversation toward a commitment/order/sale, showing confidence even after a hard refusal/rejection, and striving to close a transaction every time

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