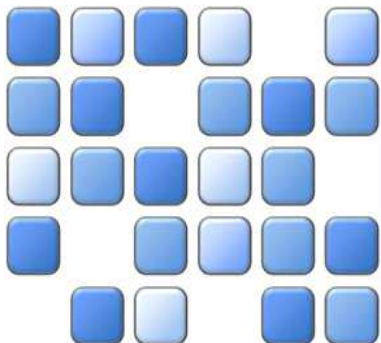


# Contact Centre Scenario Inventory (CCSI)

## Sample Report



Tara Dale



## Introduction

### 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.

### Scenario Sub-Components

This report consists of an overall score and several sub-component scores, one for each scenario. The overall scores is the most important. Sub-components of the CCSI are scores for individual scenarios only and do not represent scales like those often seen in personality assessments. They represent potential reactions to, and knowledge about, the specific situations described by each scenario. They should be considered merely as parts that contribute to the overall score. For substantive decisions, the overall score should take precedence over individual scenario scores.

### Private & Confidential

This is a strictly confidential assessment report on Tara Dale which is to be used under the guidance of a trained professional. The information contained in this report should only be disclosed on a 'need to know basis' with the prior understanding of Tara Dale. This analysis should be considered in the context of other relevant information such as actual experience, vocational interests, skills and aptitudes.

## Overall Score

| Scenario                         | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | %ile |
|----------------------------------|---|---|---|---|---|---|---|---|---|----|------|
| Overall (All Scenarios Together) |   |   |   |   |   |   |   |   |   |    | 94   |

### Definition

The Overall Score is the most important score in the CCSI and should take precedence over individual scenario scores. The Overall Score reflects an individual's ability to recognise ways to respond effectively to a range of challenging situations commonly encountered in contact centre environments.

### Result

Tara Dale's responses in the CCSI suggest that she is more likely than most to know how to behave appropriately and perform well in a range of contact centre situations. Overall, she appears more likely than most to know how to manage challenging customers and interact with team members constructively, motivate herself and adhere to contact centre schedules and policy appropriately, and respond well to sales calls. Tara Dale appears more likely than most to be suited for work in a contact centre environment.

## Scenario 1: Interaction with Team Members

| Scenario                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | %ile |
|-------------------------------|---|---|---|---|---|---|---|---|---|----|------|
| Interaction with Team Members |   |   |   |   |   |   |   |   |   |    | 61   |

### Definition

The Interaction with Team Members scenario describes a situation in which the individual's behaviour is criticised by a team member. The scenario asks whether the individual recognises how to interact appropriately with other team members in the contact centre environment.

### Result

Tara Dale appears to be as likely as most to know how to maintain effective relationships with other members of a team. She may be as sensitive as most to others' social needs and the need to maintain a degree of group harmony. It is likely that, with coaching, she could further develop her interactions with other contact centre team members.

## Scenario 2: Maintaining High Performance

| Scenario                     | 1 | 2 | 3 | 4 | 5 | 6                                   | 7 | 8 | 9 | 10 | %ile |
|------------------------------|---|---|---|---|---|-------------------------------------|---|---|---|----|------|
| Maintaining High Performance |   |   |   |   |   | <input checked="" type="checkbox"/> |   |   |   |    | 46   |

### Definition

In the Maintaining High Performance scenario, the individual has been subjected to a steady and lengthy run of calls and is tired. This scenario examines behaviours that contribute to high contact centre performance such as adherence to schedule.

### Result

Tara Dale appears as likely as most to know how to sustain her level of performance in the face of extra call volumes such as those that might be encountered during a campaign. At times, she may see her schedule as being somewhat flexible, particularly in monotonous situations and those that require extra effort. At other times, she may adhere to her schedule carefully. Tara Dale may benefit from some coaching around the importance of schedules in contact centres and the implications of not adhering to them.

## Scenario 3: Following Policy

| Scenario         | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9                                   | 10 | %ile |
|------------------|---|---|---|---|---|---|---|---|-------------------------------------|----|------|
| Following Policy |   |   |   |   |   |   |   |   | <input checked="" type="checkbox"/> |    | 98   |

### Definition

The Following Policy scenario is a situation in which a customer asks the individual to break company policy. This situation asks whether the individual can recognise appropriate ways of adhering to policies set by the organisation whilst still being sensitive to the customer.

### Result

Tara Dale seems more likely than most to recognise the importance of policy. She also appears more likely than most to know how to respond to customers in a way that allows policy to be followed whilst maintaining good relationships.

## Scenario 4: Reaction to Challenging Customers

| Scenario                          | 1 | 2 | 3 | 4 | 5 | 6                                   | 7 | 8 | 9 | 10 | %ile |
|-----------------------------------|---|---|---|---|---|-------------------------------------|---|---|---|----|------|
| Reaction to Challenging Customers |   |   |   |   |   | <input checked="" type="checkbox"/> |   |   |   |    | 60   |

### Definition

Reaction to Challenging Customers relates to a scenario in which the individual has to deal with an angry and demanding customer. The focus of this scenario is to determine whether the individual can recognise how to respond appropriately to difficult and challenging customers.

### Result

Tara Dale appears as likely as most to know how to manage angry or upset customers effectively. She seems as likely as others to identify acceptable and reasonable outcomes for customers, and may be as effective as most at containing her own emotions when dealing with emotionally-charged individuals. Tara Dale may become as distracted as most people by emotional outbursts from customers and, through coaching, may be able to further improve her skills in managing upset customers.

## Scenario 5: Responding to Sales Calls

| Scenario                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | %ile |
|---------------------------|---|---|---|---|---|---|---|---|---|----|------|
| Responding to Sales Calls |   |   |   |   |   |   |   |   |   |    | 81   |

### Definition

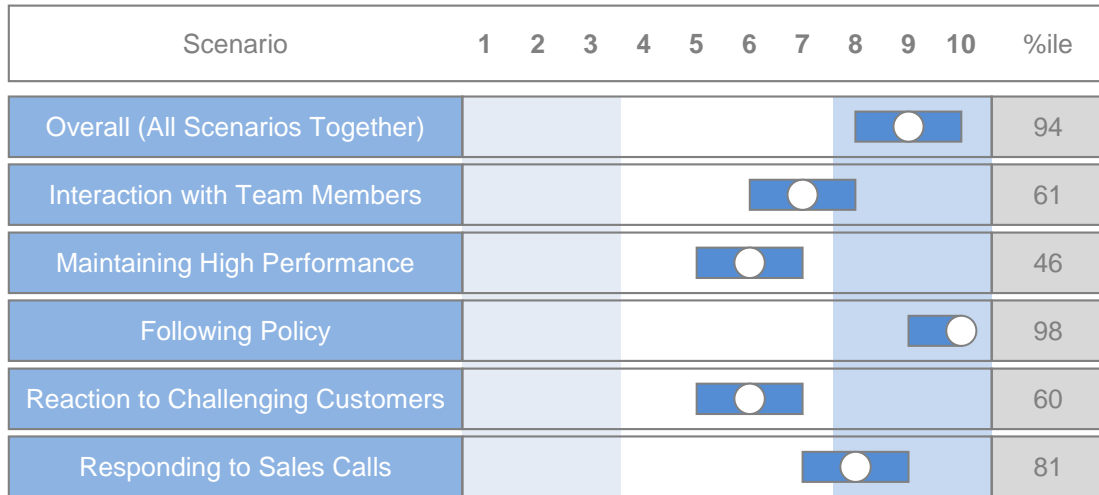
Responding to Sales Calls relates to a scenario in which the individual is making an outbound sales call and must deal with a disinterested customer. This scenario probes the individual's ability to tackle outbound sales calls in an appropriate and productive manner.

### Result

Tara Dale appears more likely than most to know how to manage sales situations over the phone. When cold-calling customers, she is more likely than most to manage barriers to selling in an effective manner. Tara Dale is likely to be more sensitive than most 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



Scores based on sten values with Mean=5.5 and SD=2.  
 Norms based on a sample of 83 Respondents.