

## Your Call Centre

### *You've made a major investment*

Is your Call Centre a Model of Efficiency?  
Or does your call centre have ineffective, low productivity employees, high turnover and absenteeism, or employees who require too much supervision?

**Call Centre Survey** can assist you to identify and hire employees who fit the "call centre culture". The survey can tell you if employees or job applicants have an understanding of sales principles and their behavioural traits to indicate if they are well suited for work in your call centre.

**Call Centre Survey** uses a combination of skill measures and behavioural measures to focus on the key aspects of delivering a superior call centre. The **Call Centre Survey** then compares employees or job applicants to established call centre benchmarks for success in inbound or outbound call centres.

## Call Centre Survey™

**Call Centre Survey** measures two distinct qualities:

1. Skills – The Knowledge Survey assesses the sales interaction skills of the candidate appropriate to the call centre market.
2. Personality Traits – These are observable and non-observable qualities that will determine how an individual acts and behaves.

**Call Centre Survey**, as for its sister product, **Customer Service Survey**, is an exceptionally easy assessment to use, from both the company and candidate's perspective. It takes about 30 minutes to complete online.

For further information, please call:

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You'll solve the **turnover problem**.  
Staff will be **more reliable, perform better** and **stay with you longer**.

The **Call Centre Survey** helps you select employees who perform effectively and efficient by measuring two distinct qualities.

- ◆ **Skills** – In the **Call Centre Survey**, the Knowledge Survey assesses the sales interaction skills of the candidate appropriate to the call centre market (*ie does an individual understand the best methods to fulfil a customer's need with your product / service?*)
- ◆ **Personality Traits** – These are observable and non-observable qualities that will determine how an individual acts and behaves (*ie how an individual is likely to apply their call centre knowledge on the job.*)

Critical behavioural traits that you need to know about your call centre representatives are measured and include:

Assertiveness	Persistence
Empathy	Drive
Organisation	Maturity
Creativity	Incentive

With computer processing for perfect consistency and high speed production of reports, the **Call Centre Survey** has been designed to integrate into today's recruiting and training practices. The information you receive from a **Call Centre Survey** report will provide instant clarity on essential aspects of your decision about someone's suitability and potential for a role in call centre or a proactive client contact position.

### Key Point Summary:

**Applications**

- Recruiting
- Promotion
- Training needs analysis

**Features**

- Established job pattern
- Easy to read report
- Easy to implement and use
- Affordable
- Computer scored

**Benefits**

- More proficient staff
- Better job performance
- Refined training

**Report**

- Outbound or Inbound
- Graphic and descriptive data
- Includes Job match rating of Good, Moderate or Poor

**Measures**

- Call centre knowledge
- Call centre attitudes
- Eight important behavioural traits

**Administration**

- Internet
- 20 minutes to complete