

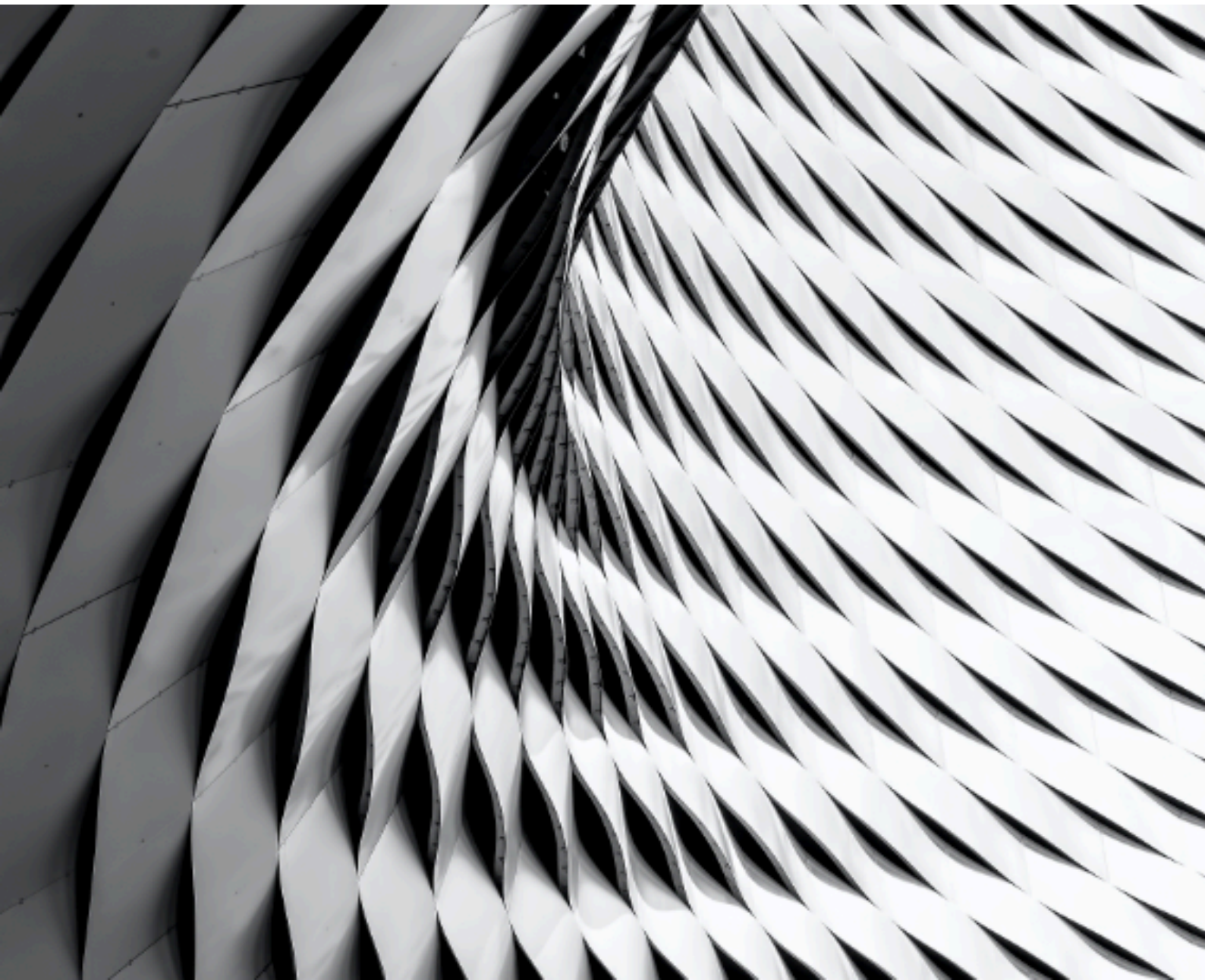


Customer Experience Advisor (Rail Industry)

A candidate report for:

Sam Sample

Created 5th January 2024



Introduction

This report is confidential and is intended to provide you with feedback on your results.

The exercise you completed is designed to evaluate competencies that are important for success in the role of a Customer Experience Advisor in the Rail industry. The competencies assessed are defined below.

Customer Experience Competencies

Engaging with Customers & Colleagues

- Listen and respond clearly and sensitively to customers & colleagues
- Prioritise customer needs, esp. during delays / disruptions
- Provide an individualised and respectful service to all customers
- Negotiate fluently & calmly

Performing Effectively

- Be reliable / responsible in management of tasks, interactions, own health etc.
- Routinely make sound / justifiable decisions, esp. in challenging circumstances
- Be proactive & flexible at all times, esp. during emergencies / disruptions
- Provide accurate & timely information to colleagues during disruptions

Performing Safely

- Ensure the safe status of the working environment
- Ensure all relevant regulatory and presentation standards are maintained
- Always be alert to safety and security risks, and adhere to local instructions
- Report hazards / faults immediately, and ensure safety of customers & colleagues

How To Use This Report

This report provides you with feedback from the Customer Experience Advisor (Rail Industry). It contains 'behavioural interpretation' that you can use to help you understand how you have performed on the exercise and 'development opportunities' to inform your development priorities, should you wish to improve your skills in specific areas.

Behavioural Interpretation

For each competency, an interpretation (four bullet points) has been provided to help you better understand the decisions you made on the exercise. Not every bullet point may apply equally to you, but you should consider them all, at least initially, and then decide which are most relevant for you.






Development Opportunities

You have also been provided with some ideas to help improve the competencies. The suggestions are intended to support you in your career progression, so working through these suggestions and identifying your own ideas for improving your skills should help you create a relevant development plan.

When creating your development plan, it is best to set SMART Goals:

- **S = Specific:** Clearly defined and unambiguous
- **M = Measurable:** Contains specific criteria that you can use to measure your progress and goal accomplishment
- **A = Achievable:** Attainable in the timeframe you have set yourself and not impossible to achieve
- **R = Relevant:** Relevant to your goal, career or what you want to achieve
- **T = Time-bound:** Has a clear start and end date

The SMART Template below can be used to help you set a development goal.

 S	Specific	<ul style="list-style-type: none"> • What do I want to achieve? • When do I need to achieve it? • Why is the goal important? • Who is involved? 	
 M	Measurable	<ul style="list-style-type: none"> • How will I measure my progress? • How will I know when my goal is achieved? • What will be different when I have completed my goal? 	
 A	Achievable	<ul style="list-style-type: none"> • Can I complete my goal in the time I have available? • How confident am I that I can achieve my goal? • What support will I need to achieve my goal? 	
 R	Relevant	<ul style="list-style-type: none"> • Why is this goal important to me? • How does this goal relate to my overall success? • What is especially meaningful about my goal? 	
 T	Time-bound	<ul style="list-style-type: none"> • When will I be ready to start working on my goal? • What specific date will I complete my goal? • How often will I check the progress I am making on my goal? 	

Feedback

Engaging with Customers & Colleagues

Your responses suggest that you:

- Exemplify balance between task completion and attentive listening, always placing customer needs at the forefront.
- Excel in independently navigating and resolving the most complex customer scenarios with efficiency and empathy.
- Deliver exceptional, personalised customer service, setting a high benchmark for customer engagement and satisfaction.
- Approach negotiations as opportunities to build strong relationships, consistently achieving superior outcomes that enhance customer loyalty.

To further refine your skills in this area, you might wish to consider:

- Sharing your best practices in active listening and customer engagement with peers or through company-wide training sessions.
- Leading by example in problem resolution to foster a culture of independent, customer-centric thinking among your colleagues.
- Innovating in the area of personalised customer service to remain at the cutting edge of customer satisfaction.
- Continuing to refine your negotiation techniques to maintain your status as an expert negotiator within the industry.

Performing Effectively

Your responses suggest that you:

- Demonstrate outstanding ownership and initiative, seamlessly handling responsibilities and pre-empting potential issues.
- Are exceptionally committed to and successful in achieving and often surpassing ambitious goals, showcasing tenacity.
- Utilise a dynamic approach to customer service, adeptly managing challenging scenarios and customer interactions.
- Offer reliable, proactive coordination, particularly during critical disruptions, ensuring optimal performance and clarity.

To further refine your skills in this area, you might wish to consider:

- Engaging in personal development training to further refine your customer experience management skills.
- Participating in planning and advanced goal-setting initiatives to align personal achievements with company aspirations.
- Undertaking customer service training, focusing on innovative problem-solving and adaptability in complex scenarios.
- Developing expert-level crisis management and communication skills to further improve your performance during critical events.

Performing Safely

Your responses suggest that you:

- Demonstrate an exemplary commitment to ensuring the safety of the working environment.
- Routinely maintain high standards for regulatory compliance and presentation, leading improvements.
- Are highly alert to safety and security risks, consistently operating with a safety-first mindset and influencing others to do the same.
- Report hazards and faults with promptness and thoroughness, often taking the lead in emergency response and prevention strategies.

To further refine your skills in this area, you might wish to consider:

- Leading safety workshops or training sessions to share your knowledge and proactive safety measures with others.
- Developing a forum or committee for continual improvement of standards, inviting collaboration and innovation.
- Creating a mentorship programme to foster vigilance and proactive risk management among newer team members.
- Advocating for and contributing to the development of new safety protocols based on your experiences and insights.