

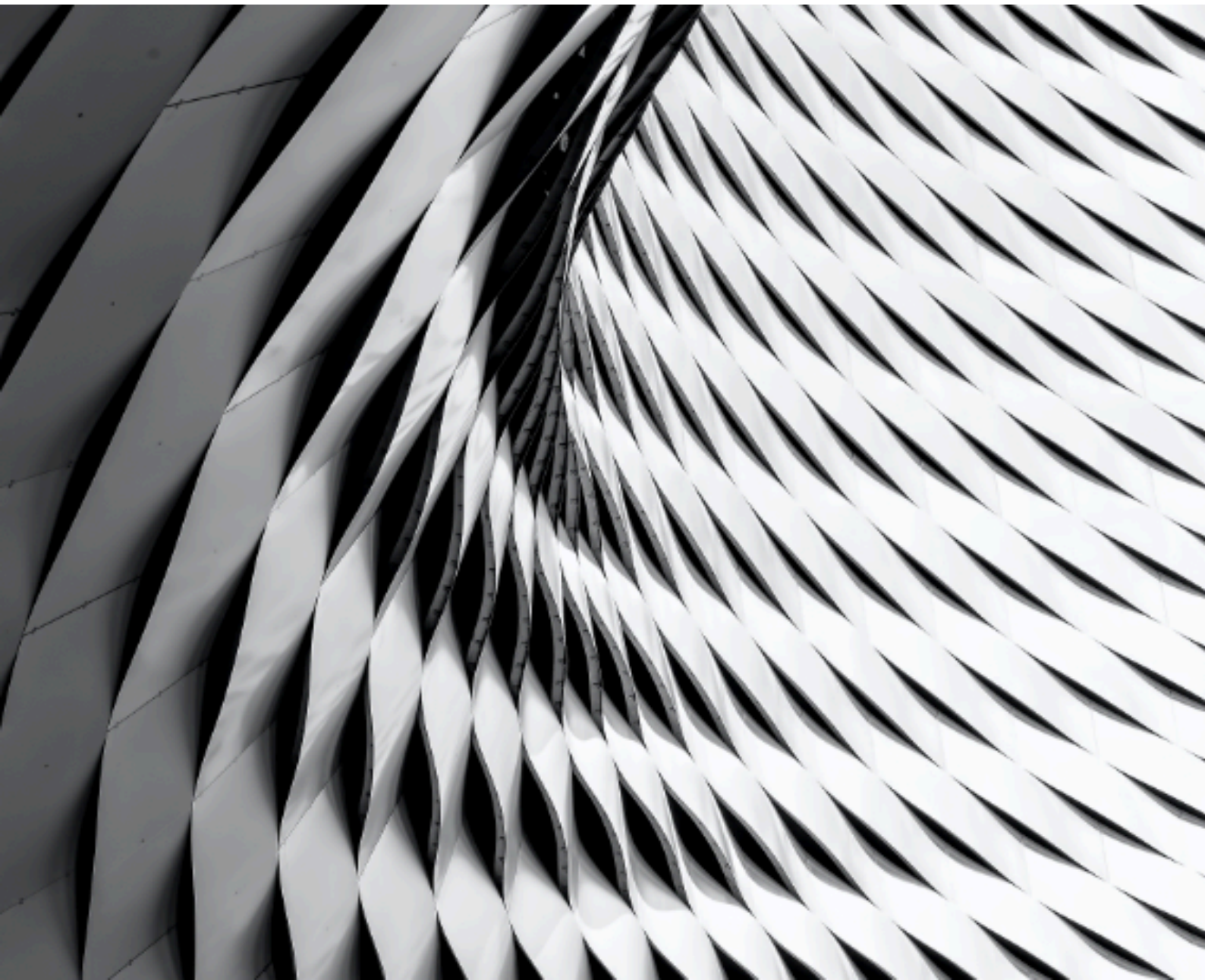


# Customer Experience Advisor (Rail Industry)

A recruitment report for:

**Sam Sample**

Created 5<sup>th</sup> January 2024



## Introduction

This report is confidential and is intended solely for the person responsible for assessing Sam Sample, who completed the Customer Experience Advisor (Rail Industry) on 05/01/2024.

This test 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, 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

The results of the test are valid for 12 months and should be kept confidential.

## How To Use This Report

This report contains 'percentile scores', 'behavioural interpretation' and 'interview questions' that can be used to explore a candidate's results in more detail:

### Percentile Scores

Percentile scores represent how a candidate's performance on a test (i.e., their score) compares to the performance of other candidates that have also taken the same test (i.e., the comparison group or norm group). Percentile scores range from the 1st to 99th percentile, where 1 is a very low score and 99 is very high. The overall percentile score is the most predictive of a candidate's likely performance in a job. The report also contains percentile scores for each competency assessed, and these should be considered as a guide to help you identify where a candidate has excelled or might need to improve a specific behavioural skill. It is not a score, in isolation, that should drive your final recruitment decision. This is because the competency percentile scores are produced by a subset of the test questions, whereas the overall percentile score is produced from all of the test questions.

### Behavioural Interpretation

For each competency, an interpretation (four bullet points) has been provided to help you better understand the decisions a candidate has made on the assessment. Not every bullet point may apply equally to all candidates, but you should consider them all to be relevant as they are based on the specific choices a candidate has made on the assessment.

### Interview Questions

For each competency, interview questions are provided to help you explore a candidate's results in more detail. You can select the question you believe is most appropriate and you should use the relevant 'four behavioural indicators' to guide your evaluation of a candidate's response. Note, you do not need to ask all four questions - usually one is sufficient, but more are provided if needed. It is also good practice to follow up with additional questions. To help with this you may wish to use the STAR method. This is described below with some additional probing questions you can use.

- **S = Situation:** What was the situation? What were the circumstances or context?
- **T = Task:** What were you trying to achieve? What was your task?
- **A = Actions:** How did you approach it? What did you do? Who did you involve? What challenges did you face, and how did you overcome these? What else did you do?
- **R = Results:** What was the outcome? How did you establish the benefit of what you did?

You should aim to spend more time asking 'Action' questions as these are the ones that typically produce behavioural responses.

### Rating Scale

The Rating Scale below can be used to evaluate a candidate's responses to the competency questions provided in this report. During the interview you should aim to establish a pattern of positive & negative evidence for each competency. The final rating you give should be a 'weighted' decision, based on the collective evidence you obtain for each competency.

1 - Significant Development	2 - Development	3 - Mixed	4 - Strength	5 - Significant Strength
A strong and dominant pattern of negative behaviour (in relation to the indicators)	A clear pattern of negative behaviour (in relation to the indicators), and little evidence of positive behaviour to weigh against this – none significant	Balanced evidence of both positive and negative behaviour (in relation to the indicators)	A clear pattern of positive behaviour (in relation to the indicators), and little evidence of negative behaviour to weigh against this – none significant	A strong and dominant pattern of positive behaviour (in relation to the indicators)

## Profile

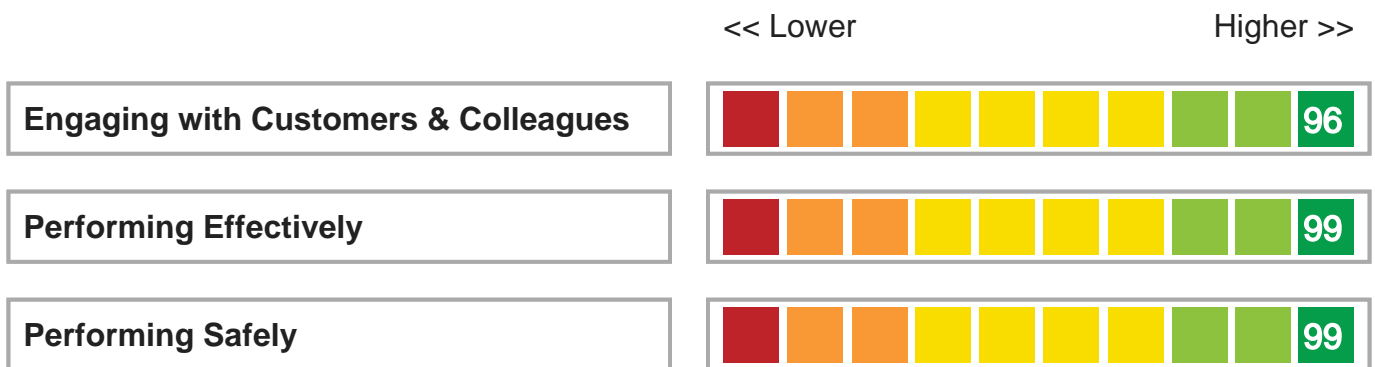
The following summarises Sam's performance on the Customer Experience Advisor (Rail Industry) SJT. It provides:

- An overall score, expressed as a percentile based on an individual's responses to all questions.
- A percentile score for each of the competencies assessed



### Customer Experience Advisor (Rail Industry) SJT Competencies

The scores shown below are Sam's percentiles for each of the competencies.



## Performance

The following provides a detailed interpretation of the responses chosen on the Customer Experience Advisor (Rail Industry), by Sam Sample, on 05/01/2024.

### Engaging with Customers & Colleagues

Sam's responses suggest she:

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

The questions below are designed for interviewers to explore Sam's results in more detail.

- Describe a situation where you have actively listened to a customer and established their key concerns. What was the situation? How did you tackle it?
- Can you recall an instance when you improved the customer experience?
- Can you share a recent example of when you have personalised your approach to customer to improve their experience?
- Discuss a time when have negotiated an outcome that led to a better result for another person. What was the situation? How did you approach it?

### Performing Effectively

Sam's responses suggest she:

- Exhibits exceptional ownership of responsibilities, routinely anticipates challenges and implements pre-emptive solutions.
- Is highly driven to exceed ambitious company goals, often pioneering innovative approaches to overcome obstacles.
- Has a sophisticated and adaptive approach for prioritising and resolving customer issues, particularly excelling with difficult individuals and in complex, high-stakes situations.
- Consistently delivers precise and proactive communication to colleagues, ensuring seamless operations during disruptions.

The questions below are designed for interviewers to explore Sam's results in more detail.

- Can you tell me about a time when a project or task was struggling without clear direction? How did you handle the situation? Did you step in immediately or wait to see how it would evolve?
- Describe a time where you were faced with a particularly ambitious goal or challenging objective at work. How did you approach it? Were there any hesitations on your part, and how did you address them? What was the outcome?
- Think of a complex project or situation you've been involved in that required addressing multiple challenging events or difficult individuals. How did you prioritise your actions? How did you tackle it?
- Can you discuss a time when you had to coordinate others during an unexpected event? What was the situation? How did you tackle it?

## Performing Safely

Sam's responses suggest she:

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

The questions below are designed for interviewers to explore Sam's results in more detail.

- Describe a situation where your proactive approach to safety significantly improved the work environment.
- Provide an example where your dedication to regulatory standards had a measurable impact on your organisation.
- Share how your vigilance has helped avert a potential safety or security incident.
- Tell us about a time when your quick action in reporting a hazard led to substantial safety improvements.