



Customer Service (Retail)

A candidate report for:

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Introduction

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

The exercise is designed to assess areas of critical importance for success in the role of a Customer Service Advisor. The competencies assessed are defined below.

Customer Service Competencies

Communicating: Communicates clearly and convincingly with others, especially customers.

- Listens carefully and with interest
- Communicates in a way that is clear, precise, and relevant to the situation
- Encourages two-way dialogue, inviting input and comments
- Negotiates fluently and calmly with others, especially customers

Collaborating: Supports and encourages others in an effort to maximise team performance.

- Supports others, in an effort to maximise performance
- Engages with others through a clear sense of shared priorities
- Encourages team input to jointly solve problems and resolve potential conflicts
- Is collaborative within & across teams (i.e., contributes fully, being as inclusive as possible)

Understanding Customer Needs: Carefully builds an understanding of customer needs and priorities.

- Builds an effective understanding of company products & services
- Demonstrates ability to listen and respond sensitively to customers
- Seeks pertinent information about customer' needs and priorities as needed
- Shares relevant information about products & services with customers as needed

Dealing with Challenges: Effectively manages challenging situations and difficult individuals.

- Demonstrates ability to remain calm and positive, esp. under pressure
- Effectively manages own performance/health (incl. coping strategies)
- Deals effectively with challenging situations and/or individuals, especially customers
- Copes effectively with ambiguity and pressure to deliver

How To Use This Report

This report provides you with feedback from the Customer Service (Retail). 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

Understanding Customer Needs

Your responses suggest that you:

- Confidently provide customers with information, recognising what you do not know and enabling customer to speak with more experienced colleague if required
- Recognise when a customer is clear and decisive in their requirements and respond accordingly
- Identify key patterns in business performance and makes appropriate suggestions for change
- Take the time to investigate the specific needs of customers and tailor the information offered

You might usefully stretch your skills further in this area by:

- Letting others know that it is OK to not have all the answers and helping people understand when and how to seek out additional information to help customers
- Challenging yourself to quickly and accurately identify customer needs, role modelling to others when to ask more questions and when to act quickly
- Taking time to regularly reflect on improvements that could be made and working with others to put good ideas into practise
- Finding a product or area of the business you are interested in but not familiar with. Learning about it and then explaining it to a friend or family member in an easily understood way

Dealing with Challenges

Your responses suggest that you:

- Remain calm and polite under pressure from customers, with a good grasp of company policy
- Stay professional and ensure a high standard of customer service despite competing priorities
- Prioritise tasks fairly under pressure, while always seeking to help customers
- Stay clear and polite in dealing with inappropriate customer behaviour

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

- Helping colleagues understand key aspects of company policy and providing guidance on how to manage customers who find these policies frustrating
- Thinking about how you balance customer service with completing tasks, especially when under pressure. Is there anything you could do to improve this balance?
- Role modelling to colleagues how to prioritise amongst competing tasks or customers. Stepping in to support colleagues if you see them struggling under pressure
- Reflecting on what you could do even better in challenging customer situations and thinking about how to support your colleagues in staying calm and resilient under pressure

Communicating

Your responses suggest that you:

- Try to keep communication simple and effective to maximise customer understanding
- Provide customers with space so that they can make decisions in their own time
- Patiently attempt to handle difficult and sensitive customers, even under pressure
- Remain open to approaching frustrated or angry customers if there is a need

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

- Practising communicating key information to a colleague who has a very different communication style to your own
- Thinking about a time you did not fully understand the needs of a customer and considering what you could ask, say or do to improve for next time
- Considering how you respond to challenging customers when you are under pressure to complete tasks. What could you do differently?
- Identifying colleagues who are good at dealing with angry or frustrated colleagues. Asking them for suggestions and putting these into practise when there is an opportunity

Collaborating

Your responses suggest that you:

- May delay speaking directly with colleagues about performance issues
- Can hesitate to directly offer help to colleagues
- May seek to move forward with what you see as right, potentially missing out on dissenting points of view
- Might hesitate to address a sensitive issue in order to protect relationships

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

- Identifying more opportunities to provide helpful feedback to colleagues
- Thinking about how colleagues have helped you when you have found things difficult and trying to support others in a similar way
- Observing colleagues to see how they build consensus when the team has different views
- Thinking about how you have been given difficult feedback in the past and what did and did not work well. How might you apply that to dealing with challenging situations with colleagues?