



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.

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

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

1. Supports others, in an effort to maximise performance
2. Engages with others through a clear sense of shared priorities
3. Encourages team input to jointly solve problems and resolve potential conflicts
4. 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.

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

Showing Initiative: Takes ownership and action for tasks and situations where they have the authority to do so.

1. Organises own workload effectively, prioritising conflicting demands
2. Takes ownership of own work and responsibilities
3. Adopts a sense of urgency, working at an appropriate pace
4. Is proactive & flexible in management of tasks

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

1. Demonstrates ability to remain calm and positive, esp. under pressure
2. Effectively manages own performance/health (incl. coping strategies)
3. Deals effectively with challenging situations and/or individuals, especially customers
4. 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 behaviour, 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

For each behaviour, you have also been provided with some ideas to help improve your skills. 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

Feedback

Communicating

Your score in **Communicating** indicates that you are skilled in this area. Your responses suggest that you:

- Adapt your approach to help customers understand key details
- Listen carefully to customers, recognising when to give them information and when to give them space
- Find a sensitive way of handling challenging customers when under pressure
- Work with colleagues to determine the best way to communicate with angry or frustrated customers

Development Opportunities

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

- Challenging yourself to develop a range of ways to communicate important information so that you can meet the needs of diverse customer groups
- Helping junior colleagues recognise when to adapt the information they give to a customer and supporting them in trying different skills and approaches
- Demonstrating to others how to balance completing tasks with being patient and personally accountable in responding to customers with different needs
- Explaining to others how you have dealt with challenging situations with angry or frustrated customers. Share what has worked and what has not worked so well and what you have learned

Showing Initiative

Your score in **Showing Initiative** suggests that you have developed some good skills in this area. Your responses suggest that you:

- Pay attention to customers to see if they need any assistance
- Show a willingness to take on new or additional tasks when there is an opportunity
- Are open to taking on new challenges, though you may require some support to build confidence
- Rise to most challenges, balancing enthusiasm with humility

Development Opportunities

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

- Considering opportunities you may have missed in the past and what caused you to not take them on at the time. Thinking about how you might approach those situations differently
- Writing a list of the things you could do during quieter periods at work. Discussing your ideas with colleagues
- Finding out about new opportunities and challenges you could take on at work and picking 1-2 to try
- Thinking about how you could improve customer service at your business. Sharing your ideas with your colleagues or manager

Collaborating

Your score in **Collaborating** suggests that there is an opportunity for development. 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

Development Opportunities

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?

Understanding Customer Needs

Your score in **Understanding Customer Needs** suggests that there is an opportunity for development. Your responses suggest that you:

- Might appear to lack confidence when you do not have the personal knowledge to fulfil a customer query
- May misread customers and make assumptions about the information or action they require
- Tend to leave decision making and action in the hands of more senior colleagues, even if you have identified a potential opportunity
- May struggle to adapt your response based on customer feedback

Development Opportunities

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

- Understanding who to ask for further information and when it is appropriate to seek additional information on a customer's behalf
- Thinking about how to tell when someone has already made a clear decision and when it would be useful to ask more questions and suggest alternatives. What are the signs for each scenario? How could you respond differently in each case?
- Thinking about your business and seeing if you can identify any areas that could be improved. Try discussing the ideas you are most confident about with your colleagues or manager
- 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 score in **Dealing with Challenges** suggests that there is an opportunity for development. Your responses suggest that you:

- May lose composure when under pressure from customers, tending to make a 'black and white' decision
- Could become less professional in the level of customer service offered when under pressure to complete tasks
- May struggle to prioritise when balancing multiple customer requests
- Might avoid personally dealing with confrontation or inappropriate customer behaviours

Development Opportunities

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

- Asking colleagues for advice and practical tips on how to explain company policies to challenging customers
- Thinking about when you feel most under pressure at work. What could you do to make sure you prioritise the most important things and feel in control?
- Putting yourself in the shoes of customers and asking yourself how you would like to be treated. Remembering this particularly when you are at your busiest
- Practising how you might deal with challenging customer situations, perhaps asking a colleague for help and feedback. Next time you see a difficult situation, step in to deal with it yourself