

COMPARABILITY PROCESS

FOR

ACCUVISION CUSTOMER SERVICE SKILLS SYSTEM

The Customer Service System (CSS) is a process for measuring a participant's customer service abilities. When information from the system will be used to make selection decisions, the types of customer service activities participants deal with in the video test should be similar to customer service activities they would be expected to perform if actually selected. Given a sufficient amount of similarity between the demands of the video test and the customer service activities of the actual work environment, the test will provide a valid measure of participants' customer service abilities and information from the test can be incorporated into selection decisions.

To assess the similarity of activities, it is suggested that a Comparability Form be completed. The form can be completed for an individual job title or an entire job family (i.e., a cluster of jobs that contains several different job titles, but where the activities performed are highly similar. It should be completed using the following process.

- Assemble 2-3 individuals who are extremely familiar with the job for which the test is to be used.
- Have the group review and discuss the first activity on the Comparability Form. The discussion should center on whether or not the work activity on the form is actually performed in the job for which the test is to be used. If the answer is "yes", a check should be placed in the blank to the left of the statement. (If the group is comprised of only two people, both must agree on the tasks relevance for it to be checked. If the group is made up of more than two people, the majority of the group must agree on the tasks relevance.)
- Each statement on the form should be reviewed and processed in like manner.
- After all statements have been discussed and evaluated, tally the number of checked statements.
- If the number of checked statements is **10 or more**, significant overlap exists between the types of customer service activities required in the actual job (or job family) and the types of activities measured by the test and that the test will provide a valid measure of participants' customer service abilities.

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Comparability Form

<i>Names of group members</i>	<i>Titles</i>
_____	_____
_____	_____
_____	_____

<i>Job/job family for which evaluation is being made</i>

<i>Date</i>

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- ___ 1. Explains policies and procedures to customers.
- ___ 2. Interacts with irate/angry customers in a polite and helpful manner.
- ___ 3. Deals with customers regarding service/product complaints.
- ___ 4. Interacts with customers who make unreasonable demands or have unjustified complaints.
- ___ 5. Contacts customers to discuss/resolve problems.
- ___ 6. Decides when to vary from routine operating policies/guidelines and when to adhere to them.
- ___ 7. Decides when to independently make decisions versus when to defer to a superior.
- ___ 8. Independently makes decisions to change own work schedule in order to deal with unexpected requests from customers.
- ___ 9. Decides when to route customer calls/requests to other departments based on the particular nature of the call/request.
- ___ 10. Interacts with peers to obtain or provide historical information concerning a customer problem/issue
- ___ 11. Solicits new/additional business from customers.
- ___ 12. Solicits pertinent information from customers to clarify their inquiry or complaint.
- ___ 13. Determines the immediacy of, and schedules, work requests received from customers.
- ___ 14. Explains features and benefits of goods/services to customers or prospective customers.
- ___ 15. Explains cause of service/product problem to customers.

Note: "Customer" does not refer only to individuals external to the organization. Also included are internal employees, persons in another unit/area, for whom such activities are performed.