

# **Comparability Process Forms**

## ***AccuVision Retail System***

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# Comparability Form

## AccuVision Retail System

Customer Relations Module

### 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>

# Comparability Form

## AccuVision Retail System

Customer Relations Module

- 1. Determines customer's needs through listening and asking questions.
- 2. Proactively assists customers in order to make their shopping experience pleasant and easy.
- 3. Tailors comments to the customer's needs when discussing the features and benefits of products/services.
- 4. Clarifies the customer's needs before recommending a particular product/service.
- 5. Follows through with commitments made to customers.
- 6. When a customer's direct request cannot be met, seeks to find alternative solutions that address the customer's concern.
- 7. Balances work activities such as responsive phone service with in-store customer service.
- 8. Determines when to vary from routine operating policies/guidelines and when to adhere to them.
- 9. When handling a customer complaint, empathizes with the customer's situation and takes initiative to solve the problem.
- 10. Recognizes situations in which a decision may be best deferred to a manager/supervisor.
- 11. Listens to customers and understands both verbal and nonverbal aspects of the communication.
- 12. When listening to a customer, recognizes ambiguous or inconsistent statements; hears "between the lines."
- 13. Conducts follow-up with existing customers.
- 14. Proactively assists other team members for the purpose of increasing the overall quality of store operations.

- 15. Routes customer calls/requests to other departments based on the particular nature of the call/request.
- 16. When assisting a customer, recognizes the need to gather additional information through questioning.
- 17. Demonstrates concern for and responds to existing customers who experience problems or have complaints.

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

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Customer Relations Module

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The Customer Relations Section of the Retail System is a process for measuring a participant's customer relations abilities. When information from the system will be used to make selection decisions, the types of customer relations activities participants deal with in the video test should be similar to customer relations 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 relations activities of the actual work environment, the test will provide a valid measure of participants' customer relations 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 (or jobs within a job family) 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 (or job family) 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 relations 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 relations abilities.