

For more information about  
This program, please contact:  
The Resource Connection  
525 Sheridan Blvd.  
Orlando, FL 32804  
Phone: 407-426-0511  
Fax: 407-426-0552  
[leilani@resourceconnection.com](mailto:leilani@resourceconnection.com)

# AccuVision™ SUPERMARKET SYSTEM Customer Service Section

From AlignMark

## Interview Guide

For  
John Doe  
222-22-2222

Date:

01-27-1994

Interviewer's Name: \_\_\_\_\_

Summary comments/recommendations from interview:

# **AccuVision™ SUPERMARKET SYSTEM**

## **Customer Service Section**

### **ORGANIZATIONALLY SPECIFIC QUESTIONS**

In the space below, list any additional interview questions to be asked. These should include any questions needed to clarify information from the participant's resume/application, as well as questions specific to the position/organization. (Use the back of this page or insert additional pages if necessary.)

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### SUGGESTIONS FOR CONDUCTING THE INTERVIEW

#### Before the session begins...

- Take the steps necessary to ensure that the session will not be interrupted. The participant should receive your undivided attention.
- Review the participant's application/resume to identify any background information that needs to be explored or clarified. List questions for these items, as well as any additional questions you intend to ask, on the sheet titled "ORGANIZATIONALLY SPECIFIC QUESTIONS."

#### Starting the session...

- Attempt to establish rapport and put the participant at ease.
- Explain the general purpose and format of the interview.
- Ask for and respond to any questions the participant may have.

#### Conducting the interview...

- Ask the interview questions and take notes on the participant's responses.

#### Closing the session...

- Indicate that all interview questions have been covered.
- Explain any relevant follow-up activities.
- Ask for and respond to any questions the participant may have.
- Thank the participant and close the session.

#### After the session...

- Evaluate the Organizationally Specific Questions and the AccuVision interview questions (including the oral and interpersonal areas). The following rating scale can be used for making these evaluations.

3 - More than acceptable  
2 - Acceptable  
1 - Less than acceptable

- Summarize the results of the interview in the space provided on the cover page.

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### GENERAL QUESTIONS

**QUESTION 1:** Being a store employee involves a great deal of customer interaction. This requires the ability to deal with individuals who have different lifestyles and come from very different walks of life. What past experiences have you had in dealing with the public that demonstrate your skill in handling individuals with very different backgrounds and personalities?

**NOTES:**

---

---

---

---

---

**SAMPLE EFFECTIVE BEHAVIORS:**

- 1. Discussed prior experiences that demonstrated on-going interactions with the general public (work or community related).
- 2. Provided concrete examples of activities that demonstrate an ability and willingness to deal with different types of individuals in a fairly formal setting.

**SAMPLE INEFFECTIVE BEHAVIORS:**

- 1. Failed to provide examples or provided instances that were primarily social or family related interactions.
- 2. Discussed prior experiences in a negative manner (i.e., discussed only "horror" stories).

**RATING FOR RESPONSE:** \_\_\_\_\_

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### GENERAL QUESTIONS

**QUESTION 2:** Working in a store requires employees to occasionally deal with customers who are upset, and sometimes verbally abusive. Assume that the following situation occurs. A woman approaches you and appears very angry. She starts yelling at you about some problem she's having with her store check cashing card and throws it on the floor. She loudly says, in front of several other shoppers, that you obviously don't value your customers. You are not personally responsible for this problem and have nothing to do with the store's accounting department. How should you deal with this customer?

**NOTES:**

---

---

---

---

---

**SAMPLE EFFECTIVE BEHAVIORS:**

1. Emphasized the need to apologize for any difficulty the situation has caused even though not directly responsible for the problem.
2. Recognized the need to show concern for the customer's problem while at the same time calming her down.
3. Allowed the customer to vent her frustrations in order to defuse the situation.
4. Recognized the need to probe the problem further in order to determine the cause of the situation so that the proper type of assistance can be provided.
5. Recognized the need to alert the manager to the problem.

**SAMPLE INEFFECTIVE BEHAVIORS:**

1. Failed to take ownership for the problem/situation (e.g., pointed the customer towards the customer service desk). Overemphasized lack of personal responsibility for causing problem (e.g., "I'm not the person you should be yelling at, I don't even work in accounting).
2. Failed to recognize the need to demonstrate concern for the customer's problem (e.g., suggested telling the customer to calm down since it's just a minor problem that can easily be corrected).
3. Attempted to explain the cause of the problem (e.g., "the accounting department probably just made a mistake") or recommended a solution (e.g., "we'll fix the problem immediately") without knowing all the facts.
4. Failed to recommend that the manager be alerted.

**RATING FOR RESPONSE: \_\_\_\_\_**

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### GENERAL QUESTIONS

**QUESTION:** Assume the following situation occurs. You are assisting a stock clerk in the pharmacy, a department you normally don't work in. You are covering for the pharmacist who won't be back for another 15 minutes. A customer approaches you and asks you to recommend a skin cleanser. She tells you that she has very sensitive skin and has had bad reactions to some soaps. Keep in mind that there is a pamphlet on the counter that explains how to identify your skin type and suggests, based on skin type, what to look for in skin care products such as cleansers. What do you think you should do in this situation?

**NOTES:**

---

---

---

---

**SAMPLE EFFECTIVE BEHAVIORS:**

1. Recommended that the customer be informed that while you will try to be of assistance and will make sure that she receives the proper information, you are not the pharmacist and don't normally work in the healthcare department.
2. Suggested that the pamphlet be used as a source of information in order to assist the customer (e.g., determining skin type, and what type of cleanser).
3. Demonstrated a willingness to physically assist the customer find the correct cleanser based on her identified needs.
4. Emphasized that the customer be informed that the pharmacist would be back shortly to answer any concerns she might have.

**SAMPLE INEFFECTIVE BEHAVIORS:**

1. Failed to recognize the importance of correctly identifying own situation (i.e., just assisting in pharmacy from another department) so that customer isn't misled.
2. Avoided responsibility for customer by suggesting that the customer be handed the pamphlet to read herself.
3. Avoided responsibility for customer by suggesting that the customer be told to look around, read the pamphlet, etc., until the pharmacist returned.
4. Failed to recognize the importance of following through with the sale. (i.e., assisting the customer in locating the proper product based on the information).

**RATING FOR RESPONSE:** \_\_\_\_\_



**AccuVision™ SUPERMARKET SYSTEM**  
**Customer Service Section**

**GENERAL QUESTIONS**

**QUESTION:** Assume the following situation occurs. You are working in the seafood department and overhear a conversation between a couple that is selecting some fresh salmon. The husband looks upset and is complaining about the high cost of food. He tells her that this salmon is a perfect example of overpricing, and that the store is charging too much for fish. He adds that the seafood market is much less expensive and is on their way home. You know that the reason the seafood market's salmon is less expensive is because it's frozen, not fresh, and as a result doesn't taste or look as good. You have also heard rumors that it is handled in an unsanitary manner and has made several people sick. Briefly describe how you would handle this situation?

**NOTES:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SAMPLE EFFECTIVE BEHAVIORS:**

1. Recognized the need to politely and tactfully approach the couple. (e.g., tell them you couldn't help overhear, you don't mean to interrupt, etc.).
2. Understood the need to empathize with the customer's concerns over food costs/pricing.
3. Suggested that the reason behind the store's higher prices (i.e., fresh versus frozen) be explained to the couple.
4. Recognized the need to describe the benefits of the fresh seafood over the frozen in terms of quality and value to the customer.
5. Pointed out the need to emphasize how carefully the store's seafood is handled.

**SAMPLE INEFFECTIVE BEHAVIORS:**

1. Failed to take any proactive action.
2. Suggested simply approaching the customers and presenting the information versus politely offering assistance.
3. Suggested that the couple be told about the "rumors" regarding the seafood market.
4. Failed to recommend that the reasons underlying the price differential, as well as the benefits of fresh seafood over frozen, be explained to the couple.

**RATING FOR RESPONSE:** \_\_\_\_\_

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### GENERAL QUESTIONS

**QUESTION:** Assume the following situation occurs. Your manager has told you that he needs some price changes made before you go to lunch. You have just enough time to finish the pricing changes when you see a customer struggling with a broken cart. She is trying to push it down the aisle while at the same time hold a baby in her arms and keeping two other small children under control. One of the kids is screaming while the other is randomly picking products off the shelf and throwing them in the cart. she sees you watching she laughs and tells you that she wishes someone could look after the kids for a few minutes while she picks up the nine or ten items she ran in for. How would you handle this situation and why?

**NOTES:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SAMPLE EFFECTIVE BEHAVIORS:**

- 1 Recognized the need to put the customer's needs first and put the repricing aside for the moment.
- 2. Suggested that he/she would assist the customer by getting a new cart.
- 3. Recognized the need to empathize with the customer's situation.
- 4. Demonstrated a willingness to assist the customer by recommending that an offer be made to help her in gathering the desired merchandise.

**SAMPLE INEFFECTIVE BEHAVIORS:**

- 1. Failed to recognize the need to immediately stop what he/she was doing in order to help the struggling customer.
- 2. Overstepped boundaries by suggesting that he/she would watch the children while the woman shopped and/or went to get another cart.
- 3. Offered to do the shopping for the woman while she waited.

**RATING FOR RESPONSE:** \_\_\_\_\_

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### GENERAL QUESTIONS

**QUESTION:** Assume the following situation occurs. A customer asks you whether the store carries a particular brand of tile cleanser. The customer tells you that a friend recommended the brand because it has a fresh scent, and doesn't leave a filmy residue. You take the customer to the area where the cleaning products are and find that while the store has several other types-of tile cleanser, it doesn't carry the particular brand the customer wants. The customer seems disappointed. How would you handle the situation and what would you tell the customer?

**NOTES:**

---

---

---

---

---

---

**SAMPLE EFFECTIVE BEHAVIORS:**

- 1. Recognized the need to both apologize for not carrying the brand desired, and mention the fact to the store's management.
- 2. Suggested a substitute brand that was similar to the brand the customer wanted. (i.e., fresh scent, no filmy residue).

**SAMPLE INEFFECTIVE BEHAVIORS:**

- 1. Failed to apologize for any inconvenience caused to the customer.
- 2. Did not recognize the need to (if possible) recommend an alternate product with similar characteristics.
- 3. Recommended telling her that she should try a different store that may carry the cleanser she really wants.

**RATING FOR RESPONSE:** \_\_\_\_\_

# AccuVision™ SUPERMARKET SYSTEM

## Customer Service Section

### ORAL COMMUNICATIONS

No questions are asked for this area. Rather, the participant is evaluated based on behaviors observed during the overall interview session.

#### NOTES:

---

---

---

---

---

#### SAMPLE EFFECTIVE BEHAVIORS:

1. Expressed comments in a concise manner.
2. Enunciated clearly.
3. Spoke in a fluid manner.
4. Looked at interviewer when speaking.
5. Used gestures to emphasize points.
6. Expressed ideas in an easy to understand manner.
7. Used proper grammar.
8. Used voice inflection to emphasize points..

**SAMPLE INEFFECTIVE BEHAVIORS:**

1. Rambled on or was overly wordy.
2. Had slurred speech.
3. Was overly hesitant or choppy when speaking.
4. Failed to maintain eye contact when speaking.
5. Expressed ideas in a manner that was difficult to follow and/or understand.
6. Made grammatical errors.
7. Spoke in a monotone and/or failed to use gestures.

**RATING FOR RESPONSE:** \_\_\_\_\_

**AccuVision™ SUPERMARKET SYSTEM**  
**Customer Service Section**

**INTERPERSONAL**

No questions are asked for this area. Rather, the participant is evaluated based on behaviors observed during the overall interview session.

**NOTES:**

---

---

---

---

---

**SAMPLE EFFECTIVE BEHAVIORS:**

- 1. At the start of the session, offered a polite and enthusiastic greeting.
- 2. As appropriate, used amenities such as "please" and "thank you."
- 3. Maintained a polite, courteous, and enthusiastic demeanor during the session.
- 4. Actively listened to the interviewer's comments (e.g., maintained eye contact while listening, nodding while listening, etc.).
- 5. At the close of the session, expressed appreciation for the interviewer's time and consideration.

**SAMPLE INEFFECTIVE BEHAVIORS:**

- 1. Asked questions in an abrupt or curt manner.
- 2. Displayed little enthusiasm or politeness.

**RATING FOR RESPONSE:** \_\_\_\_\_