



## ***Call Center Simulation***

### **Purpose**

Whether in a formal Call Center or a different setting where providing service is required, service professionals are usually the first and sometimes only experience customers have of your Brand. Sometimes it might seem that the only skills required should be “common sense.” Yet every day service professionals fall short of meeting customer and employer expectations, and new employees find the job more difficult than expected.

How do you know if the person you are about to hire will build or undermine the value of your company? Do they have the skills and desire to be effective in serving customers?

The Call Center Simulation gives applicants a realistic preview of the service professional job and gives you a realistic preview of the applicant. It provides a prediction of each applicant's potential for success as well as valuable feedback on skill strengths and developmental needs, all before you spend a minute on training.



### **Skills Assessed**

***Call Center Simulation measures seven critical skills:***

1. Ability to Learn and Apply Procedures
2. Developing Customer Rapport
3. Discovering Customer Needs
4. Problem Solving and Responding to Customer Needs
5. Sales Orientation
6. Teamwork
7. Multi-Tasking



### **Results**

#### ***For Applicants:***

- Provides a consistent, fair, and legally-defensible process
- Gives a realistic preview of required job skills
- Minimizes confusion about selection criteria (no questions about their favorite color)
- Demonstrates service orientation through flexible test scheduling

#### ***For Interviewers:***

- Gathers more data in less time using unique question format
- Provides comprehensive results in less than an hour
- Saves time by supporting both onsite and remote testing
- Accurately predicts job performance

#### ***For Your Company:***

- Increases likelihood that brand value is professionally presented
- Reduces employee turnover and associated costs
- Saves training expense by identifying individual and group training needs
- Minimizes risk by consistently ranking as Best-in-Class

## Related Tools:

1. EASy Datacenter (required)
2. eSkills
3. eSkills bilingual
4. Call Center Fit Index
5. Career Prescription® (CareeRx®)

## Common Participant Roles

- Call Center Agents
- Customer Service Representatives
- Reservation Agents
- Call Centers
- Contact Centers

## Details and Logistics

The Call Center Simulation is a web-delivered Selection and Development Assessment that measures key skills required for service professional success. This award-winning simulation gives applicants an opportunity to "test-drive" the service agent job and to experience what it's like to operate a call center workstation, usually in less than sixty minutes.

As part of the simulation, applicants handle a series of inbound calls from a variety of customers with real-life issues. These customers vary in attitude and demeanor; some customers are irate, others are confused, while others are calm. Applicants are required to answer customer calls, enter customer information, listen to customer concerns, look up relevant information, identify effective responses, and summarize calls. Applicants must also demonstrate basic keyboard and navigation skills.

No special training is needed to administer and score Call Center Simulation. Call Center Simulation automatically provides applicants with all of the information they need to complete the simulation. The simulation begins with a realistic preview of the agent job, followed by assessment instructions and a practice opportunity. Applicants then have 45 minutes to complete the assessment. Once the applicant is finished, Call Center Simulation provides immediate, 24/7 access to comprehensive, easy-to-interpret results. Using proven methods, you can be ready to run your first assessment in less than three days.

## Why Strategic Learning?

For more than 20 years Strategic Learning has partnered with customers and suppliers to create and implement performance improvement solutions that deliver on our customers' intended business results. Our learning solutions are informed by decades of research, and configured to the realities of each customer's experience. By blending our ability to engage people in discovering their potential with each customer's unique business insights, we accelerate profitable growth.

Please call us to explore how we might support you in your journey to discover human potential and accelerate profitable growth.

### ***Our Strategic Alliance with Employment Technologies Corporation***

Employment Technologies Corporation is the leader in simulation technology for pre-employment testing. Their line of EASy Simulations® has literally changed the face of employment testing. Since introducing EASy Simulations in 1988, they have consistently set industry standards for accuracy, reliability, fairness, service, quality, and value.