



## CRITICALL FOR CONTACT CENTERS



**C4: CritiCall for Contact Centers™** is innovative pre-employment testing software ready to meet the hiring demands of the commercial and public contact center market. C4 is adapted from the same testing principles and technology as CritiCall®, a 9-1-1 dispatcher testing software package used successfully in over 700 public-safety agencies throughout the United States and Canada.

# AGENT PROFILE

Biddle Consulting Group, Inc. (BCG) conducted thorough research in order to design job-related tests for contact centers to measure the abilities of their potential employees.

## ID: Five (5) Primary Call Types Agents Handle

- **Trouble:** problems associated with service
- **Service Orders:** requests for repair/service
- **Credit:** account credits for over billing
- **Billing Inquiry:** issues relating to the customer account
- **Intangibles:** unidentified concerns of the customers

## ID: Key Agent Job Duties

- Quickly identify the caller's problem/issue and immediately begin resolution
- Enter customer information (e.g., name, address, ID number, issue/problem, other comments) into the database system
- Multi-tasking: use the phone, keyboard, and computer, read, analyze, navigate the screen, and comprehend customer information during a call
- Navigate the call by responding quickly and keeping the issue as the focus of the call
- Perform calculations to identify customer's projected energy bill for future months
- Respond to multiple customers at the same time using the telephone, internet chat, and/or email while maintaining focus on each customer's issue.
- Analyze information in the customer account history to aid in working with the customer to find resolution to their problem/issue
- Handle customers that have complex issues by taking their side, using charisma, and empathizing with them
- Observe information on the "boards" around the center to identify emergencies and other information (e.g., call volume, service issues, outages, etc.).

## ID: Key Agent Knowledge, Skills, Abilities, and Personal Characteristics (KSAPCs)

- Multi-tasking skills
- Emotional stability and patience
- Ability to enter alpha and numeric data in appropriate fields
- Knowledge of company information
- Typing skills
- Stress tolerance
- Listening comprehension
- Assertiveness and confidence
- Ability to adapt
- Verbal communication skills
- Ability to extract information
- Customer service orientation
- Decision making skills
- Conflict resolution skills
- Ability to read notes
- Ability to write notes
- Conscientiousness

# AGENT TESTING

Improve the quality and performance of your organization by selecting candidates who possess the critical skills and abilities necessary for success on the job.

C4: CritiCall for Contact Centers™ is a robust personnel testing software package that contains nine (9) modules designed to assess contact center agent applicants prior to hiring.

C4 TEST	CORE SKILLS & ABILITIES MEASURED
<b>Applying Policies</b>	Ability to understand information heard during a telephone call and then to appropriately apply the contents of written policies in response to the caller's issue/or concern
<b>Basic Order Entry</b>	Ability to hear data audibly and enter it in the correct fields using a keyboard
<b>Customer Service Interaction</b>	Ability to communicate effectively and maintain customer service orientation when faced with various types of issues and customers. Ability to resolve customer issues and concerns with tact and persuasiveness.
<b>Data Entry / Call Summary</b>	Ability to hear and comprehend audible information and accurately enter that information into the proper fields using a keyboard. Ability to identify and summarize the customer's issue.
<b>Data Entry / Chat</b>	Ability to hear and comprehend audible information and accurately enter that information into the proper fields using a keyboard. Ability to multi-task by assisting another customer via internet chat.
<b>Data Entry / Chat &amp; Call Summary</b>	Ability to hear and comprehend audible information and accurately enter that information into the proper fields using a keyboard, and multi-tasking by assisting another customer via internet chat. Ability to identify and summarize the customer's issue.
<b>Keyboarding</b>	Ability to read full written paragraphs and accurately enter those paragraphs word-for-word using a keyboard
<b>Microsoft® Outlook</b>	Ability to perform many of the important functions in the Microsoft Outlook program
<b>Record Locating</b>	Ability to locate information on a written list and to correctly/accurately respond using a keyboard.

ADDITIONAL FEATURES	ADDITIONAL BENEFITS
<b>Validation</b>	The built-in Validation Wizard is based on the content validity standards set forth in the federal <i>Uniform Guidelines on Employee Selection Procedures</i> and allows employers the capability to conduct a basic, location-specific content validation study.
<b>Real-World Setting</b>	Applicants are tested in a computerized environment typical of what is found on the job
<b>Customization</b>	Test only the relevant job duties and KSAPCs using the Test Creation Wizard that's included
<b>Scoring</b>	Automated score reports help hiring decisions by providing details about candidate performance
<b>Background</b>	C4 opens the door to a world of additional EEO, affirmative action, and testing products and services offered by Biddle Consulting Group, Inc.



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C4: CritiCall for Contact Centers™ is a product of Biddle Consulting Group, Inc.