

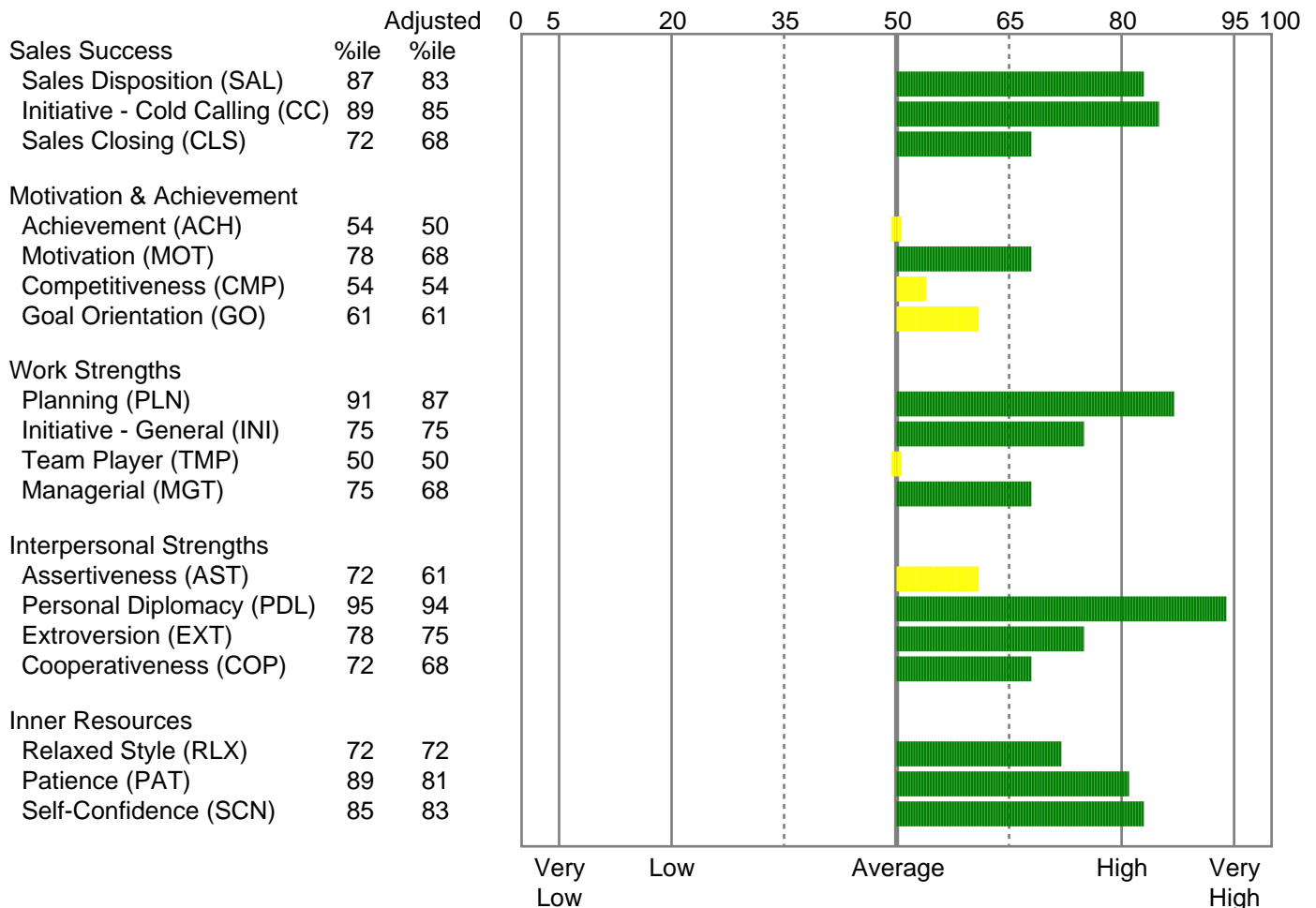
# Customer Service Aptitude Profile (CSAP) - Score Report

Candidate Information	
Name:	Lisa Van Houten
Position:	Customer Service Representative
Test date:	Jul 16, 2007
Test event ID:	CRI-8700-NISQ

Results Summary
<b>BASICALLY RECOMMENDED FOR A CUSTOMER SERVICE ROLE.</b>

	Strengths	Potential Strengths	Needs Development
Diplomacy in relating to others	■		
A cooperative attitude		■	
Patience	■		
A relaxed attitude	■		
A basic interest in being helpful to others			■
An ability to restrain assertiveness in relating to others	■		
An ability to be non-competitive when relating to others		■	
A focus on achievement and getting things done		■	

Validity: The Customer Service AP scores have been adjusted for either an unusually positive or unusually negative style of self-presentation (see the body of this report for more detailed information). Though the report is based on the adjusted scores, it should still be read with this person's response style in mind.



## Validity and Response Style

The Validity and Response Style scales represent the individual's level of attention to the meaning of Customer Service AP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 0 indicates that this person paid appropriate attention to the meaning of Customer Service AP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

This person obtained a Self-Enhancing score (ENH) in the 89th percentile. This style of self-presentation is somewhat more positive than that of most people. This is often a characteristic of job applicants or others trying to make a good impression in business, social, or other situations, or it may reflect an individual who is confident about identity, work habits, or capabilities. Others are likely to describe this person's self-regard as highly positive. In addition, the Self-Critical (CRT) score in the 1st percentile suggests that this individual may be less likely than most to make statements that are highly self-critical or reflect weaknesses. The two scores in combination are characteristic of people who may not openly criticize themselves or may actually perceive few weaknesses in themselves. These scores and the Self-Confidence score in the 83rd percentile suggest a person who will confidently give the best possible self-presentation and leave others with a favorable impression.

## Customer Service and Inside Sales Characteristics

Characteristics that are important to success in most customer service or inside sales roles are reflected to a large extent in an individual's responses to items on the Personal Diplomacy (PDL), Patience (PAT), and Relaxed Style (RLX) scales. To a lesser extent, responses to items on the Assertiveness (AST) scale and an expressed interest in career areas related to education or social service also indicate characteristics that contribute to success in customer service settings.

This individual's Personal Diplomacy (PDL) score is in the 94th percentile indicating that he or she will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role. This Patience (PAT) score in the 81st percentile indicates a person who is likely to be more patient than most people, which can be of great value in such settings. With an Assertiveness (AST) score in the 61st percentile, this individual appears to have an average level of tolerance for customer service situations that require him or her to refrain from asserting his or her own demands in transactions with others. The Relaxed Style (RLX) score in the 72nd percentile suggests that he or she is likely to be relaxed in most customer service and inside sales situations. His or her interest in a role such as customer service that involves helping others to meet their needs and achieve their goals is in the low to low average range.

Consideration of additional customer service success characteristics reflected by this person's Customer Service AP responses is provided in the following detailed interpretation of the Customer Service AP scale scores.

## Sales Success Characteristics

Because many customer service roles include a sales component, aspects of this individual's Customer Service AP responses that reflect his or her likelihood of being successful in sales work are considered in this section.

The Sales Success scores include three scores. The Sales Disposition (SAL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in sales careers. The Initiative-Cold Calling (CC) score summarizes an individual's responses to statements from the Initiative-General (INI) scale that reflect characteristics necessary for success in cold-calling. The Sales Closing (CL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in closing sales.

This individual's Sales Success scores are in the 83rd percentile for Sales Disposition (SAL), 85th percentile for Initiative-Cold Calling (CC), and 68th percentile for Sales Closing (CLS). The Customer Service AP responses for this individual are similar to those typical of people who successfully perform sales activities. He or she can be at least moderately effective at both cold-calling and closing sales.

## Motivation and Achievement Characteristics

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score in the 50th percentile for this person indicates his or her achievement level may be average, but he or she will probably perform at a higher level in areas of high interest. He or she is likely to perform at least at an average level in most areas, including sales, and has at least an average level of attention or energy available for intellectual reasoning or conceptual work. This person's achievement in academic areas is likely to be low or moderate but he or she may achieve at a higher level in subjects of particular interest to him or her. At work or in a career, performance may be at an average level, but he or she will follow through in work or career areas of high interest.

The Motivation (MOT) scale score is intended to represent a person's inner drive, commitment to achieve, and the strength of inner emotions, needs, and values. This MOT score in the 68th percentile indicates a person whose motivation or inner drive is relatively high for certain personally important goals and not for others.

The Competitiveness (CMP) score is closely related to all aspects of sales performance. It reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score in the 54th percentile suggests that he or she is likely to value competitiveness, but only in areas that are particularly important to him or her. He or she may give a high priority to competitiveness in some sales situations and not in others.

The Goal Orientation (GO) scale describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score in the 61st percentile indicates that, in general, he or she may not focus his or her full attention on long-term goals and objectives.

## Work Strengths

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score in the 87th percentile suggests that this individual will plan, organize, and apply effective work habits in areas of high interest. He or she may attend to details and plans enough to succeed in projects or tasks of high interest, but may not apply this same level of concentration to tasks that are uninteresting, boring, or unrelated to major goals. This may affect this person's performance in general.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score in the 75th percentile suggests that this individual is likely to display a high level of initiative and is willing to be a self-starter in sales as well as other areas.

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score in the 50th percentile suggests this person is likely to be equally comfortable in an independent sales role or working as part of a sales team or work group.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with his or her achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score in the 68th percentile suggests that his or her general characteristics are moderately similar to those of individuals in sales management or supervisory roles. This person is likely to be able to delegate authority and to have some ability to inspire and motivate others. This person may be seen as having moderately good overall management potential.

## **Interpersonal Strengths**

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score in the 61st percentile indicates an individual who is moderately assertive. He or she may be assertive in some situations and not in others.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score in the 94th percentile suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others.

The Extroversion (EXT) scale score indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score in the 75th percentile indicates a person who is moderately extroverted. This person may be seen to be as extroverted and outgoing as the average person in business, sales, or social situations.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This may be an asset in some sales situations. This COP score in the 68th percentile suggests that this person is likely to be cooperative. He or she is likely to consistently display an effective balance between aggressively pursuing his or her own priorities and adapting to others in a sales situation. This person is likely to use an optimal level of aggressiveness when working with others.

## **Inner Resources**

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of tension and unworried in the face of stress. This RLX score in the 72nd percentile describes a person who is generally relaxed.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score in the 81st percentile suggests that he or she is more patient than most. This strength will help him or her to pursue difficult or time-consuming sales opportunities.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score in the 83rd percentile suggests this person is, in general, self-confident and self-assured.