

Score Report Guide

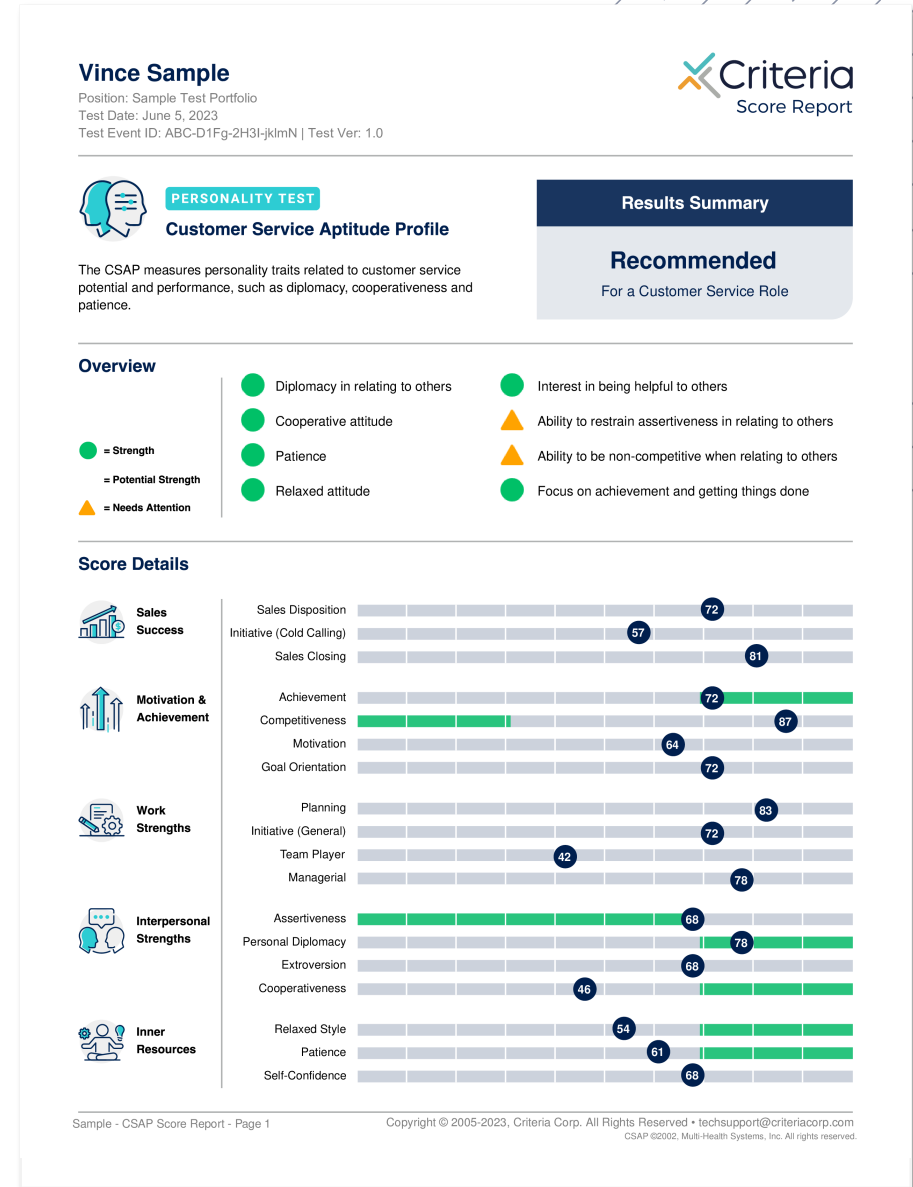


Customer Service Aptitude Profile (CSAP)

At a Glance:

Customer Service Aptitude Profile (CSAP)

- The **Customer Service Aptitude Profile (CSAP)** is a customer service test that measures personality traits that are critical for success in customer service and related positions.
- The test provides one of three possible results: **Highly Recommended, Recommended, and Not Recommended** for customer service.
- Scores for each trait are presented as percentile rankings compared to our global norming group.
 - The test also provides a summary table of an applicant's personality, pinpointing the applicant's strengths, potential strengths, and areas that may need attention.
 - The assessment contains 140 prompts.
 - The test is untimed but takes most candidates about 10 minutes to complete.



Candidate Information and Results Summary

1

Vince Sample

Position: Sample Test Portfolio

Test Date: June 5, 2023

Test Event ID: ABC-D1Fg-2H3I-jklmN | Test Ver: 1.0

3



PERSONALITY TEST

Customer Service Aptitude Profile

The CSAP measures personality traits related to customer service potential and performance, such as diplomacy, cooperativeness and patience.

Results Summary

Recommended

For a Customer Service Role

2

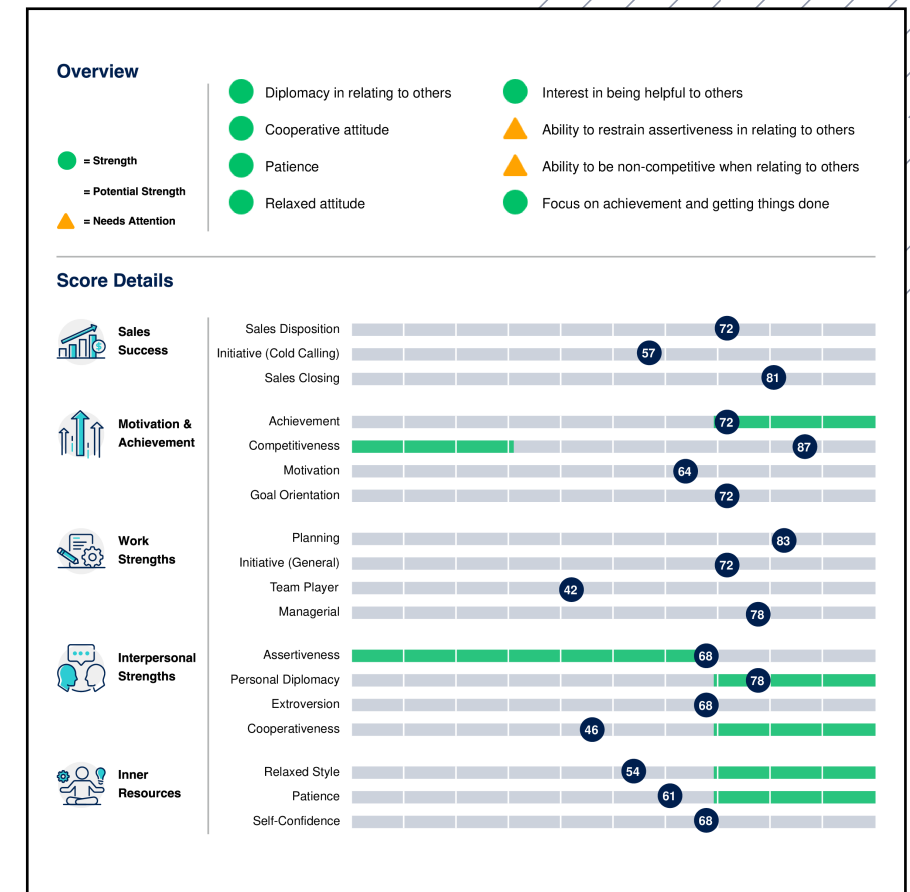
1. The top of the first page of every **CSAP** score report displays the candidate's information, including the candidate's name, position applied for, the date the candidate took the assessment, and the Test Event ID.
2. The **CSAP** also provides an overall sales recommendation at the top of the page in the Results Summary. The three possible results are **Highly Recommended**, **Recommended**, and **Not Recommended**. This overall result is based off of the traits associated with success in customer service. These traits are listed below the overall recommendation and are explained in detail throughout the rest of the report
3. The Test Event ID is given to candidates at the beginning of their assessment and is used if they encounter any issues during the test. They simply return to www.oda1.com, enter their Event ID, and then they can continue their assessment from where they left off

Results Explanation

- Each trait is listed with the candidate's percentile ranking, indicating how the candidate scored in comparison to our global norming group.
- Results highlighted in green indicate traits that are highly associated with success in customer service and are weighted more heavily when calculating the overall recommendation at the top of the report.
- None of the scores reflect “good” or “bad” scores or qualities about an individual. Instead, they indicate an individual's “job fit” for a particular type of job.
- For a more detailed explanation of how to interpret the different trait scores on the **CSAP** score report, please contact your Customer Success Manager.

The Overview chart provides a quick look at the traits associated with success in Customer Service.

Detailed Breakdown of Traits



Validity and Response Style

The **CSAP** contains internal measures that detect when an applicant's response style indicates that the applicant is either not paying adequate attention to the meaning of the prompts or may be attempting to "game the test" by answering more favorably.

Based on the extent of self-enhancing and critical responses, adjustments may be made to different scores to more accurately reflect how they are likely to interact with customers or coworkers.

The **CSAP** features 3 different measures for evaluating the validity of the test results based on a candidate's response style.

1. The **CSAP** keeps track of **Inconsistent Responses**. High inconsistent response scores may suggest that the candidate wasn't reading the prompts correctly or was just racing through the test, both of which would prevent the assessment from getting an accurate reading of the candidate.
2. The **Self-Enhancing** score evaluates whether or not a candidate tends to exaggerate "positive" qualities and deemphasize "negative" qualities.
3. The **Self-Critical** score suggest that an individual may be inaccurately downplaying "positive" qualities while exaggerating more "negative" qualities.

Validity & 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.

Inconsistent Responding (INC)

0

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.

Self-Critical Score (CRT)

21

In addition, the **Self-Critical (CRT)** score in the **21st percentile** suggests that this individual may often be introspective and self-critical, and his or her standards for self-evaluation may be based on very high expectations. These scores may indicate a person who can be both self-critical and self-confident. They may also occur when responses have been made carelessly or without regard to item content.

Self-Enhancing Score (ENH)

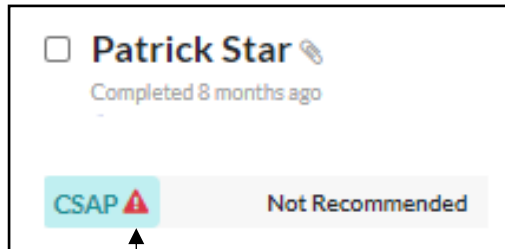
72

This person obtained a **Self-Enhancing score (ENH)** in the **72nd percentile**. This style of self-presentation is much more positive than that of most others. This can be a characteristic of job applicants and others trying to make a good impression in business, social, or other situations. It may also reflect a high level of self-confidence. Others are likely to describe this person's self-regard as highly positive.

How to Identify an Invalid Result

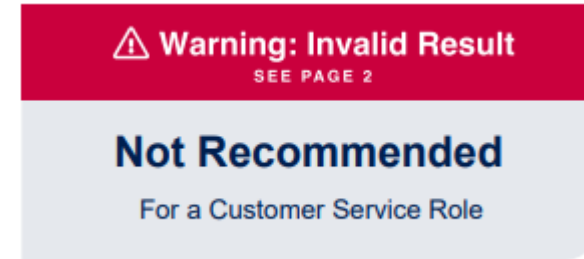
The **CSAP** has a built-in validity check based on the consistency of responses. If a candidate receives a score of 3 or higher on the Inconsistent Responding scale, the score report will display several messages indicating that the results are invalid. These messages may appear differently depending on whether you view the results on the PDF or online within the platform.

In the platform:



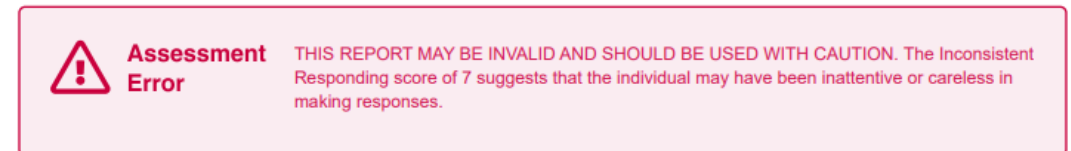
When viewing tests within the platform, in the Results section of your account, you will be able to see if the test results have been flagged as invalid by our validity check system – the test will appear with error symbol to signify an invalid responding style.

In the PDF:



← The Results Summary on the first page of the score report will provide a warning of the invalid result.

The Validity and Response Style section on the second page will indicate the invalid score with the following message:



Customer Service Characteristics

- The second page of the report contains a detailed explanation of the main traits that make up the overall suitability recommendation.
- The descriptions contain the candidate's score, a definition of each trait, and the relationship between the trait and customer service positions.
- For example, this candidate scored in the 68th percentile for Assertiveness, so the trait breakout says that this level of assertiveness may not be helpful for customer service situations that require employees to refrain from asserting their own demands in transactions with others.
- This candidate also scored in the 54th percentile for Relaxed Style which, according to the trait breakout, suggests that the candidate is more likely to be relaxed in most customer service and inside sales situations.



Customer Service & 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 **78th 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 **61st 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 **68th percentile**, it appears that this individual may be somewhat intolerant of those customer service situations that require that he or she refrain from asserting his or her own demands in transactions with others, which can limit his or her effectiveness in some customer service settings. The **Relaxed Style (RLX) score** in the **54th percentile** suggests that he or she is likely to be relaxed in most customer service and inside sales situations. He or she has expressed a relatively strong interest in helping others meet their needs and achieve their goals, which will be an asset in a customer service role.

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.

Additional Trait Descriptions

- The last two pages of the score report provide detailed descriptions of the more general traits scored by the **CSAP**.
- Traits are organized by the same groupings listed on the first page of the score report.
- Each description contains the relationship between the trait and work performance, as well as the candidate's score and how to interpret the score for that particular trait.

Motivation & 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 **72nd percentile** for this person indicates he or she consistently achieves and follows through at a high level.

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 **83rd percentile** suggests that this individual consistently plans, organizes, and applies very effective work habits. He or she will make good use of specific plans and strategies for meeting deadlines and achieving objectives. This ability appears to be quite strong, and is likely to be engaged even for tasks that are not directly related to his or her own specific goals.

The **Initiative-General (INI) scale** indicates a person's level of comfort in taking independent action. The INI score in the **72nd percentile** suggests that this individual is much more comfortable than most people taking initiative in almost any business, academic, or social situation. He or she is likely to be described as a "self-starter".

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 **42nd percentile** suggests this person will probably work very well with others as part of a team or work group, and may even prefer this type of arrangement.

The **Managerial (MGT) score** represents the degree to which a person's work strengths combine with 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 **78th percentile** suggests that he or she has given responses that are highly similar to those given by individuals in management, supervisory, or other leadership roles. This person is likely to be very good at delegating authority appropriately and constructively, and at inspiring and motivating others. He or she is likely to be seen as having excellent 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. These characteristics play a very important part in the successful conduct of customer service activities.

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 **68th percentile** indicates an individual who is likely to be highly assertive in most situations. Being so direct in offering reactions, ideas, and opinions, he or she may find it difficult to perform many kinds of customer service roles.

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 **78th percentile** suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others. Although individuals with this combination of AST and PDL scores express themselves very directly to others, they will do so with an unusual amount of tact.

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 **68th percentile** indicates a person who describes himself or herself as more extroverted than most people, which can be an asset in many customer service settings, and who will be reasonably comfortable in customer service situations that require taking the lead in establishing contact with others.

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 COP score in the **48th percentile** suggests that this person is likely to be very comfortable in taking directions or suggestions from others and working cooperatively, which is an ideal characteristic in most customer service roles.

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 worry and tension in the face of stress. This RLX score in the **54th percentile** describes a person who has a much more relaxed style than most people and uses effective techniques to cope with tension. He or she can handle stress or pressure well. He or she has a generally relaxed, outgoing style and will reach out to others in most business, academic, or social settings, which is a distinct advantage in most customer service roles.

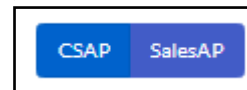
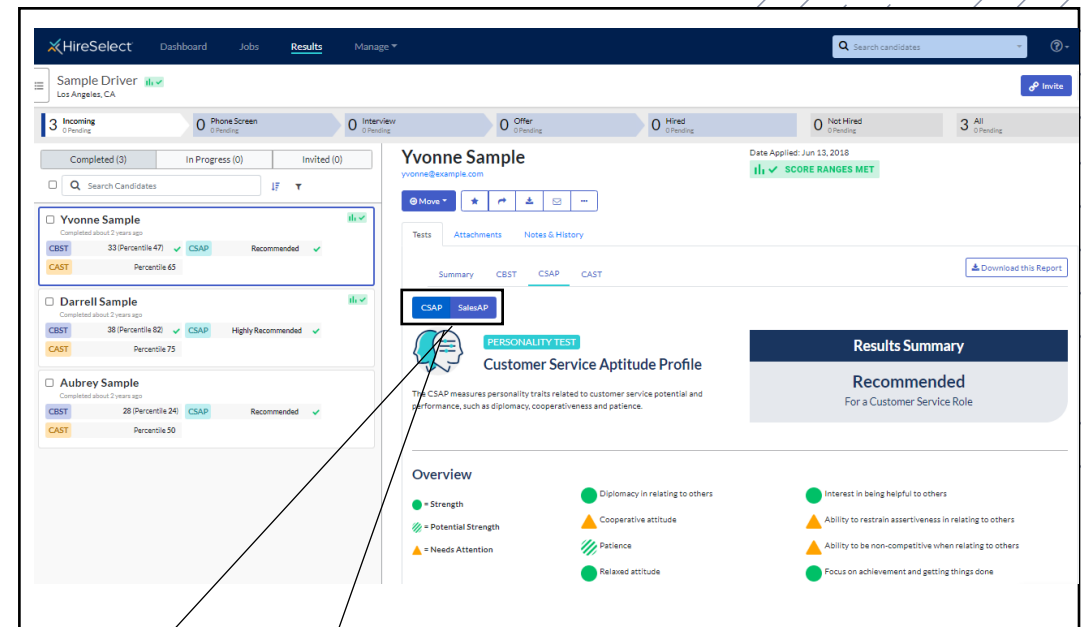
The **Patience (PAT) scale** indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score in the **61st percentile** suggests that he or she is more patient than most. This would be an advantage in most customer service settings. He or she will probably not be deterred by work tasks that involve routine detail.

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 **68th percentile** suggests this person is generally self-confident and self-assured, which would be an asset in most customer service settings.

Relationship to the Sales Achievement Predictor (SalesAP)

The **CSAP** and the **Sales Achievement Predictor (SalesAP)** are based on the same set of prompts. The difference between the two assessments lies in how they weigh the candidate's responses.

An individual who is **Highly Recommended** by the **CSAP** may be **Not Recommended** on the **SalesAP**. This is because the traits related to success for the two positions vary. For example, the **SalesAP** scores a high level of competitiveness favorably, due to the competitive nature of sales. Conversely, the **CSAP** scores this trait less favorably because customer service relies more on cooperation than competition.



This relationship between the two tests allows you to take one candidate's responses and look at them from both perspectives. In the platform you can click on this button to rescore a **CSAP** assessment as a **SalesAP**, and vice versa.

Clicking on this link will rescore the assessment for the duration of your time on that page. When you return to the results page, the assessment will revert to the score results for the test you originally administered to the candidate.

For Further Information

If you have any questions or would like more detailed information regarding a particular score report, please contact your Customer Success Manager. Their contact information is available in the lower left corner of your account in Criteria's platform, but you can also reach out to the general support line at (877) 909-8378, or support@criteriacorp.com.

