



01/01/0001

## CALL CENTRE AUDITS: Thomas Sample

Private & Confidential

### Basic Characteristics

Systematic, Thorough, Persistent, Results-orientated, Direct, Competitive, Articulate, Communicative

### Understanding and Responding to Client Needs

- Thomas is a naturally good listener and will, therefore, have a clear understanding of most clients' needs
- He will assume authority and take responsibility for delivering well-organised, systematically developed solutions
- In responding to clients, his replies will tend to be direct, positive and straightforward
- Thomas is results driven and may override some people to deliver the response that he believes is appropriate
- He does tend to be genuinely interested in people and their problems

### Imparting Information

- Thomas will convey information in an articulate and controlled manner
- Information will be accurate and to-the-point
- If Thomas is caught unprepared, he may find it difficult to impart information convincingly
- His communication style will typically take on a positive slant and tone

### Problem Solving

- Thomas will ensure that he understands all the facts surrounding the problem before methodically addressing the issues
- He will be quite prepared to consider input from other team members in order to arrive at the best solution
- He will however want the 'final say' in approving the solution and may, at times, override team input

- Thomas can contribute fairly innovative ideas to the problem solving process
- He will be motivated by his inherent desire to help people when attending to client's problems

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## Demonstrating Persistence with Sensitivity

- Under favourable conditions, Thomas will operate in a persistent, accommodating and methodical manner
- With uncooperative clients he may become rather inflexible and opinionated
- Thomas is a results-driven individual who may become impatient with clients who do not interact co-operatively or provide the type of information that he requires
- He may become disillusioned and restless if he is required to persist with unreasonable or uncooperative clients for extended periods
- Thomas may, in the initial stages, persuade and direct people to provide the required information but may become demotivated and disinterested if the information is not forthcoming

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## Response to Peak Work Loads

- Thomas will continue to operate in a structured and systematic style, always avoiding using short cuts, even when pressurised
- His effectiveness will be improved with sincere appreciation from team leaders or supervisors
- He may become frustrated and irritable if peak loads continue for prolonged periods
- Being a results driven person, Thomas will work systematically to get the information necessary for him to make decisions and progress his assignments with the minimum delay
- He may sometimes have difficulty in meeting deadlines and also with time management
- In order to fully understand Thomas's response to pressure, we suggest that reference is made to the comments contained in the "Behaviour Under Pressure" paragraph within the basic PPA Report

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## Managing Aggression and Unreasonable Clients

- Thomas, who is a calm and tolerant extrovert, will go to great lengths to avoid unpleasant clashes with his clients and callers
- He will rely on his friendly and positive nature to calm and reassure annoyed clients
- Thomas is a sensitive and diplomatic person
- He will use his interpersonal skills to good effect when confronted by antagonistic or

dissatisfied callers

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## Proactively Promoting Products, Services and Concepts

- Thomas's ability to listen intently to clients will facilitate a sound understanding of the client's business.
- This trait will allow him to identify possible opportunities to promote his products or services
- Provided that the work offers Thomas short-term and tangible results, people contact and challenge, he will be prepared to remain at one work station for long periods
- As an individual who embraces challenge, he will enjoy proactively redeveloping old or lapsed client accounts and becoming involved in new business development
- Thomas is very bottom-line driven. He will strive to expedite the appropriate actions to close deals quickly
- He is gregarious, articulate and communicative and will therefore enjoy proactive client contacts

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## Summary

With Thomas's high levels of drive and competitiveness, it is unlikely that he would accept on-going involvement in an inbound call centre role. Whilst he certainly has the ability to approach problems systematically and to listen thoroughly to clients, his drive for results would most likely lead to him becoming restless and frustrated if required to deal with uninformed or uncooperative clients for long periods of time. This may compromise the quality of customer service delivered.

In an outbound call centre environment, where he can more proactively drive and control the pace, content and outcome of the call, Thomas will enjoy much greater job satisfaction and career growth opportunities.