



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
Applying Policies	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
Basic Order Entry	Ability to hear data audibly and enter it in the correct fields using a keyboard
Customer Service Interaction	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.
Data Entry / Call Summary	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.
Data Entry / Chat	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.
Data Entry / Chat & Call Summary	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.
Keyboarding	Ability to read full written paragraphs and accurately enter those paragraphs word-for-word using a keyboard
Microsoft® Outlook	Ability to perform many of the important functions in the Microsoft Outlook program
Record Locating	Ability to locate information on a written list and to correctly/accurately respond using a keyboard.

ADDITIONAL FEATURES	ADDITIONAL BENEFITS
Validation	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.
Real-World Setting	Applicants are tested in a computerized environment typical of what is found on the job
Customization	Test only the relevant job duties and KSAPCs using the Test Creation Wizard that's included
Scoring	Automated score reports help hiring decisions by providing details about candidate performance
Background	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.