



# CALL CENTRE AUDITS: Thomas Sample

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Private & Confidential

## Basic Characteristics

Persuasive, positive, assertive, competitive, outgoing, demonstrative, precise, inquisitive, careful, adaptable, conventional, eager, active,

## Understanding and Responding to Client Needs

- Thomas Sample will respond with an enthusiastic, logical and systematic approach
- He is a natural communicator who is able to ask all the right questions but who may not listen too attentively to the replies
- Being somewhat of a perfectionist, he will offer a full and thorough response to client calls
- He will respond promptly and creatively within the bounds of the organisation's policies and procedures
- Thomas Sample will create a good impression with callers who will feel that someone decisive and competent is handling their queries

## Imparting Information

- Thomas Sample will impart information persuasively. He possesses above average communication skills
- Being bottom line driven, the information will be precise and factual but not bewilderingly technical
- Standard operating procedures will be part and parcel of Thomas Sample's communication style
- He will draw out others opinions and he has the ability to convince others to his way of thinking
- He will often tend to dominate a conversation

## Problem Solving

- Thomas Sample is flexible and willing to change direction when problem solving
- He will be able to communicate solutions to problems in terms that callers will understand
- He is able to deal with more than one problem at a time and will do so with enthusiasm
- Thomas Sample will be firm and demanding in handling problems but will need the freedom to make his own decisions

## Demonstrating Persistence with Sensitivity

- He is not particularly persistent and needs variety of tasks to perform at his peak
- He is highly sensitive to others' needs and attentive to detail in his dealings with them
- Being a people orientated person, he will be empathetic in all his interactions
- His mobile and active approach plus his natural driving and forceful characteristics will ensure he concentrates on reaching speedy results
- However, the same energetic, impatient characteristics may cause certain tasks to be overlooked or ignored

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## Response to Peak Work Loads

- Under pressure, Thomas Sample may act in a verbally assertive manner
- He needs a variety of tasks in order to perform at his best. Heavy workloads will therefore not normally unsettle Thomas Sample
- He will continue to express himself freely, in an outgoing and gregarious manner
- To perform at his best when under peak workload conditions, he will need the freedom to make his own decisions
- Thomas Sample is unlikely to deviate from procedures and policies even when heavily pressurised
- In order to fully understand Thomas Sample'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 Sample will not allow himself to be intimidated by aggressive callers
- Being verbally confident, he will use his persuasive skills to charm the caller and defuse problematical situations
- He will not handle personal criticism comfortably, particularly if it is unjustified
- There may be times when he will subjugate his natural diplomacy in preference to straightforward cutting responses.

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## Proactively Promoting Products and Concepts

- Thomas Sample is a gregarious, confident and energetic person
- He is highly proactive, promotional and demonstrative
- His promotional style will be positive, enthusiastic and persuasive
- Thomas Sample will deliver detailed and informative sales proposals

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## Summary

Thomas Sample is a natural communicator and has confidence in dealing with people and in making decisions. He will also display the conscientiousness required in handling and imparting information. Thomas Sample, however, will find difficulty in remaining at one workstation for extended periods of time and may need a variety of tasks in order to excel in a call centre.

Thomas Sample's natural behavioural characteristics indicate that he is likely to be successful, in the short term, in outgoing call centre positions where his persuasive and assertive skills can be optimally utilised.

He would, we believe, become frustrated and demotivated if called upon to fill this stable and repetitive type function on an ongoing basis.