



IPMAAC

Computerized and Web-based Personnel Assessment REPeValuator™

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History of REPeValuator™

- Based on previous work - CAP
- Used the software platform developed for CAP
- Developed context that was not “company specific”
- Developed new customer contacts using both chat and voice modes
- Designed to ensure centralized storage of test data, easy deployment of upgrades and ease of administration



What is the REPeValuator™?

- **Web-delivered simulation**
- **Designed for selecting reps who interact with customers using e-mail, chat, voip, and telephone**
- **Candidate assumes role of customer service representative**
- **30-40 minute assessment consists of**
 - Introduction
 - Practice chat
 - 3 chat interactions
 - 2 voip interactions
- **Typical customer challenges**
- **Range of contact types**



Web Delivery

- No limit to number of workstations concurrently accessing REPeValuator™
- Enhancements/fixes implemented immediately- no need to purchase upgrades or re-install
- Web-based administration - all settings available on-line from any internet-connected computer



REPeValuator™ Elements

- Customized parameters
- “Launcher” software program
- Administrator’s Guide
- Administrative level access
- Applicant level access
- Reporting



Developmental Research

- **Site visits to existing clients interviewed managers and observed/interviewed e-reps**
- **Reviewed e-mails from those companies to determine types of requests received**
- **Incorporated past work on telephone-based customer service & sales positions**
- **Identified required competencies**
- **Identified typical situations**



Required Competencies

- **Service Orientation** (using pleasantries, expressing empathy, expressing commitment, offering additional service)
- **Information Provision** (addressing issues, providing alternatives, tailoring, providing thorough information, explaining actions)
- **Communication** (positive tone, concise, use of appropriate grammar and sentence structure, well organized communications)
- **Keyboarding Skills** (accuracy, speed)
- **Sales Orientation** (identifying opportunities, tailoring recommendations)



Typical Contact Types

- **Request for Technical Support** (Rep must provide step-by-step instructions, and recommend additional products)
- **Product/Service Inquiry** (Rep must provide information, recommend appropriate products and influence to purchase)
- **Question About an Order** (Rep must interact effectively; research records, provide information)
- **Request to Cancel Service** (Rep must interact effectively, attempt to re-sell and provide information)
- **Billing Inquiry** (Rep must interact effectively, research records, provide information)



Development of Contact Scenarios

- Developed context within which scenarios would occur (GPS company)
- One practice, five rated scenarios
- Scenario consisted of 5 to 9 interactions
- Interaction consisted of 1 statement and 4 to 5 rep responses
- Interaction measured 1 of 4 competencies
- Fifth competency, Keyboard Skills, measured through data entry requirements of scenario



Evaluation of Rep Responses

- **SMEs (9 ASI assessors and psychologists)**
- **Rated extent to which to which each response demonstrated effective behavior on the competency in question (1 to 5 scale)**
- **Used average SME ratings to identify 3 responses from each set of rep responses**
- **Responses selected to represent range of performance (low, moderate and high)**



Finalizing Test Content

- Created background information describing the company and products/services sold
- Developed reference materials (product information, procedures, customer account records, list of authorized service centers)
- Instructions to accompany the practice contact
- Recorded scripts (two contacts conducted in voice mode)



Customization Available

- REPeValuator designed to be “off-the-shelf” customer service assessment tool
- ASI will develop customized tool for use within a specific organization/industry group
- Customization can include:
 - Context
 - number and nature of contacts
 - modes of interacting with customer



Current Clients

- Currently used by 12 client organizations
- Client organizations are in the following industries
 - High Technology
 - Financial Services
 - Home Improvement Services
 - Office Furniture
 - Pharmaceuticals
 - Staffing/Temp Agencies



REPeValuator™ Technical Requirements

■ Hardware

- Pentium II or higher computer
- 32 MB Ram
- Display at 800x600 with 16 bit color
- Keyboard and mouse
- Sound card and headphones

■ Software

- Internet Explorer 4.0 or Netscape 4.1 and higher
- Macromedia Shockwave Player (free download)
- REPeValuator™ Launcher Program downloaded from website