

ASSESSMENT PULSE

Insights and Trends in Workforce Assessment!

www.careersindia.com

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This Month:

- The Customer is king!
- Customer Service Associates – Key to business success
- BFIT for customer service

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"The business process starts with the customer. In fact, if it is not started with the customer, it all too many times abruptly ends with the customer."

- William Scherkenbach

Good Customer Service is the bread and butter of every business. In today's hyper-competitive business environment, customers are continuously adapting to their ever-changing environments. They're now more educated, better informed, more value conscious and demand more for their money. Their expectations of the companies and the people they buy from are much higher. In this context:

- Every organization desires to retain the customers in the business forever.
- Organizations that strive beyond minimum standards and exceed the expectations of their customers are likely to be leaders in their sector.
- Organizations that provide high quality services instill confidence in their customers and stakeholders.

Customer Service Associates – Key to business success

The quality of Customer service depends directly on the kind of people who manage the customer interactions. In his book, *From Good to Great*, Jim Collins said, "People are not your most important asset, the **RIGHT** people are." Most businesses do a poor job of hiring people. They hire just anyone and place them on the front-line with customers to service them.

An effective customer service professional requires a unique blend of personality and a skill set designed to meet the specific needs of an organization's customers. Therefore Selecting the right Customer service Associates is today a business imperative.

Great marketing acquires new customers for you, but it's great customer service that ensures that the customers keep coming back to you as people tend to do business with people they like and trust, and therefore, are more likely to be loyal and continue to buy from those who provide them with excellent customer service.



Research findings on impact of poor customer Service

- Studies shows that it will cost a business about 5 times more to replace a customer than to retain the original.
- According to a Harris Interactive study, 68 % of respondents will never go back to a company as the result of a negative experience.
- 68 % see a company's ability to resolve their issue on the first contact as a primary requirement for their satisfaction.
- According to the Service Research Bureau, 59% of lost business is the result of a poor customer service experience.
- Only 5 % of dissatisfied customers bother to complain. The others just don't come back.



Careersindia's assessment for selection of Customer Service Associates

BFIT for Customer service

BFIT for Customer Service is an industry-standard customer service screening and selection assessments. Designed and developed scientifically by experts in assessment science, measuring seven behavioral competencies associated with excellent customer service. BFIT has been used to assess thousands of candidates, for companies across various Industry segments, over the last few years with high predictive value. When you hire employees using Bfit – Customer Service, you will populate your organization with people who will increase customer satisfaction, reduce complaints, build customer loyalty, increase sales and make significant gains in profitability.

Features:

- Developed through an extensive empirical study in the Indian context.
- Robust psychometric properties for predicting success.
- Seamless administration and scoring.
- Easy to use report formats for analytics and norm creation.
- Candidate identity and authentication process.
- Deployable in LAN/WAN/WEB environments.
- Specific norms and success profiles.
- Pre-defined user permissions for data access as an optional feature.
- Option for predefined message to candidates on test completion.
- Multi lingual deployment of survey.



Our Representative is just a click away



BFIT for customer service measures:

- *Customer Orientation*
- *Cognitive abilities*
- *Communication*
- *Achievement Orientation*
- *Cohesiveness*
- *Discipline*
- *Emotion Management*

Clients Speak

BFIT Customer Service has been very useful in reducing the cost of a bad hire”

*Senior Manager HR,
Indian Insurance Major*

“BFIT helps us assess an individual's personality on critical parameters. It has helped us cut our time to hire and improved the quality of our hiring”

*Manager HR,
Research and Analytics
KPO*

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