



Knowledge Questionnaire®

Customer Service Knowledge Questionnaire® Assessment Report

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Report Type: Customer Service Rep



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Customer Service Knowledge Questionnaire

Name: Erica James
Company: Acme Sales Company

Date: 4/23/2014
Page: 1

Customer Service Knowledge

Attitude/Customer Service Personality

1	2	3	4	5	6	7	8	9
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Erica, you have an excellent understanding of the role having a positive attitude and good self-confidence plays in customer service and continually work to develop and maintain both. You understand the importance of being able to bounce back quickly from criticism and other obstacles you may face in customer service, and are able to deal with difficult situations and customers, as needed. You have certain ethical standards you keep and have clearly defined, for yourself, what being successful means. You understand what customer service is, and have a good understanding of your own strengths and weaknesses.

Time Management

1	2	3	4	5	6	7	8	9
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You have a healthy understanding of the importance of planning. You utilize planning tools to keep yourself organized, and generally have your priorities in line. Good time management is important to you, but you leave enough leeway to deal with interruptions or changes, when necessary. You spend a good amount of time planning, but not to the extreme.

Knowledge of Product/Service

1	2	3	4	5	6	7	8	9
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You have a strong understanding of the importance knowledge of your product or service plays in customer service. This helps you understand why people complain, how to handle difficult problems and complaints, and the best way to deliver quality customer service to your customers.

Developing and Maintaining Rapport

1	2	3	4	5	6	7	8	9
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Erica, you have a superior understanding of the steps it takes to build rapport with a customer. You have developed solid methods of building rapport with a customer and know how to recognize when rapport has been established. You have an understanding of the importance of building a relationship with the customer in order to handle customer orders, problems and questions.



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Name: Erica James
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Date: 4/23/2014
Page: 2

Identifying Problems, Needs and Desires

1	2	3	4	5	6	7	8	9
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You have some understanding of the steps you can take to identify and resolve a customer's problems, needs or desires. You realize, to some degree, the importance of asking questions and have some knowledge selling add on products in order to increase the order.

Meeting the Customer's Need & Increasing the Order

1	2	3	4	5	6	7	8	9
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You have an advanced understanding of how to meet the customer's need and increase the order. You understand the psychology of why customers may not buy more than they initially intend to buy, and realize what constitutes suggestive selling and how to increase customers' orders.

Order Entry, Fulfillment & Follow Through

1	2	3	4	5	6	7	8	9
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You have an excellent understanding of the procedures to follow and timeframe to adhere to when entering orders or documenting customer concerns. You clearly understand the procedures to follow when handling customer service issues and are prepared to follow through to ensure fulfillment of the order or resolution of the problem which will increase customer satisfaction.



Customer Service Knowledge Questionnaire

Name: Erica James
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Date: 4/23/2014
Page: 3

Knowledge Scoresheet

Customer Service Knowledge									
	1	2	3	4	5	6	7	8	9
Attitude / Customer Service Personality							7		
Time Management								8	
Knowledge of Product / Service								8	
Developing and Maintaining Rapport									9
Identifying Problems, Needs and Desires						6			
Meeting Customer's Need & Increasing the Order							7		
Order Entry, Fulfillment and Follow Through							7		

Note: The preceding scores are represented on a scale of 1 to 9 which reflects the bell curve of the general population. A score of 1 represents the lower end of the curve and a 9 represents the upper end. The individual scores reflect the person's knowledge of the critical elements of customer service.

LEGEND

- 1 or 2 = Significantly below the optimum level of knowledge in this area of the process
- 3 or 4 = Indicates a need for the person to become more knowledgeable in this area
- 5 or 6 = Represents average knowledge level of most customer service reps in this area
- 7 or 8 = Exceeds the knowledge level of most customer service reps in this area
- 9 = Knowledge in this area is significantly greater than that of most people