

BELLSOUTH

CUSTOMER CARE PROFILE (CCP)

STUDY GUIDE

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AN EQUAL OPPORTUNITY EMPLOYER

BellSouth will consider requests for testing accommodations from individuals covered by the Americans with Disabilities Act. Documentation of the need for the accommodation may be required.

BELLSOUTH CUSTOMER CARE PROFILE (CCP)

CANDIDATE'S INFORMATION

The Customer Care Profile (CCP) was developed by Aon Consulting, and is administered online at authorized test centers. There are 67 questions on the test, which should take approximately 30-45 minutes to complete. On this test, you will be asked three types of questions:

1. One type of question asks about your experiences at work or in school.
2. The second type of question asks you to use typical policies and procedures to solve problems.
 - Note that the policies described in these questions do not necessarily represent those of the organization to which you are applying.
3. The third type of question describes work situations and possible actions you could take.
 - First, you will be asked to indicate the action you would be **MOST** likely to take.
 - Then, the next question will describe the exact same work situation that you've just answered, **BUT** you will be asked to indicate the action you would be **LEAST** likely to take.

Here is an example of the third type of question:

You are about to leave your desk for a break. You get a phone call from a customer asking for your help with a problem.

What would you be MOST likely to do?

- Help the customer when I come back from break.
- Delay my break and help.
- Tell the customer that I can't help.
- Arrange another time when I can help the customer.
- Pretend that I did not understand the customer.
- Clear answer *

Here is another example of the third type of question:

You are about to leave your desk for a break. You get a phone call from a customer asking for your help with a problem.

What would you be LEAST likely to do?

- Help the customer when I come back from break.
- Delay my break and help.
- Tell the customer that I can't help.
- Arrange another time when I can help the customer.
- Pretend that I did not understand the customer.
- Clear answer *

* If you do not wish to have an answer recorded for a given question, click on the "clear answer" button.

NOTE:

In order to take the Customer Care Profile, you must be able to:

- Read and absorb written information from a computer screen;
- Use a computer keyboard and mouse for data entry

If you feel that you require some accommodation or assistance with these activities, or you do not feel well the day of testing, please notify the Test Administrator before beginning the Program. If you begin the Program and fail to complete it, you will be required to wait the appropriate retest interval as defined on the Non Management Job Title/Test Matrix.

Your performance during the Customer Care Profile will be evaluated on three factors, which are necessary to be effective at professional customer care roles at BellSouth. The following information details the traits included in each of the three dimensions you are expected to exhibit on a regular basis.

CUSTOMER CARE PROFILE DIMENSIONS:

WORK ORIENTATION <ul style="list-style-type: none">• <i>Detail oriented</i>• <i>Conscientious</i>• <i>Hard-working</i>	JOB JUDGMENT <ul style="list-style-type: none">• <i>Friendly</i>• <i>Polite</i>• <i>Reliable</i>• <i>Acts Appropriate</i>
LEARNING ABILITY <ul style="list-style-type: none">• <i>Learning-oriented</i>• <i>Resourceful</i>• <i>Methodical</i>	

CUSTOMER CARE PROFILE (CCP)

Developmental Suggestions by Competency

Competency: Work Orientation

Training

- Take a proofreading course offered through your local high school or community college.

Books

1. Bruce Ross-Larson (1996). Edit yourself: a manual for Everyone Who works with Words. W.W. Norton & Company.

On the Job Activities

- Review information on products/services associated with your present position to ensure you have an accurate understanding of those products/services.
- Organize your resources so that you can locate information about products/services quickly.
- For each product or service associated with your present position, determine the most important pieces of information to convey about that product/service. Ensure that each time you describe that service you convey that information. Make “cheat sheets” on specific products, listing the information that is critical to provide. Refer to these “cheat sheets” to ensure you have provided the important details.
- Get in the habit of reviewing all data entries and written communications before you submit those documents. Check documents for typos, misspellings, incorrect codes, etc.
- Keep track of the data entry and spelling mistakes that you make when preparing written material. Use this information to identify where you typically make mistakes and the steps you need to take to improve (e.g., a proofreading/editing course, study to improve your knowledge of specific codes, etc.).
- Ask your supervisor or an experienced co-worker to listen to your presentation of information to customers. Ask for their feedback on whether the information you provided was thorough and accurate.

Personal Time Activities

1. When preparing personal correspondence (e.g., e-mails, letters, etc.) take time to check for misspellings, typographical errors, grammatical mistakes, etc.

CUSTOMER CARE PROFILE (CCP)

Developmental Suggestions by Competency

Competency: Learning Ability

Training

- Attend a course on problem solving offered through your local high school or community college.
- Attend a course on an uncommon subject you have no background, offered through your local high school or community college.

Books

1. Sanders, Alan (1994). Customers for life. San Diego: Pfeiffer & Company.
2. Von Oech, Roger (1993). A whack on the side of the head. New York: Warner Books.

On the Job Activities

- Gain confidence in dealing with unstructured, unpredictable situations. For example, seek out opportunities like participation on task forces or ask to handle calls in several different areas of the company.
- Solve routine problems using several different means – relying on different resources or support networks to get results.
- Carefully examine situations for potential opportunities and make detailed plans for seizing opportunities that arise – planning for several different turns that the situation could take.
- Determine how the products/services associated with your present position are helpful to your customers: (1) What needs do they fulfill? (2) How do the different situations of your customer/clients affect their needs? (3) How can your products/services fulfill these needs?
- Volunteer to serve on task forces or teams that require you to make decisions and explain those decisions to others.

Personal Time Activities

- Volunteer for decision-making positions in community groups – positions that will require you to draw on your skills to solve problems not encountered in your work.

CUSTOMER CARE PROFILE (CCP)

Developmental Suggestions by Competency

Competency: Job Judgment

Training

- Attend a course on customer service offered through your local high school or community college.

Books

1. Alessandra, Tony & O'Connor Michael J. (1994). People smarts. San Diego: Pfeiffer & Company.
2. Blanchard, Ken & Bowles, Sheldon (1993). Raving fans: A revolutionary approach to customer service. New York: William Morrow and Company, Inc.
3. Sewell, Carl & Brown, Paul B. (1991). Customers for life: How to turn that one-time buyer into a lifetime customer. New York: Doubleday.
4. Gross, T. Scott (1991). Positively outrageous service: New and easy way to win customers for life. New York: Master Media Ltd.
5. Garner, Alan (1991). Conversationally speaking: Tested new ways to increase your personal and social effectiveness. New York: McGraw-Hill.
6. Whiteley, Richard C. (1993). The customer driven company. Reading, MA. Addison-Wesley.

On the Job Activities

- Work on your ability to make small talk and use light humor in your initial conversations. Listen to people talk and notice the information people give about their interest and hobbies. Use this information to formulate questions.
- Observe people who provide excellent customer/employee service in both routine and difficult service interactions and discuss their approach. Also, ask them how they may have handled situations that you have found difficult.
- Volunteer to handle customer complaints or peer group complaints.
- Ask peers for feedback on the quality of the services you are providing.
- Seek assignments that give you an opportunity to work with persons who have a reputation for being admired by others. Watch what they do and listen to what they say while interacting with others.
- Determine how customers perceive your actions. If their perceptions are not what you desire, determine how you can act differently.

Personal Time Activities

1. Broaden your social circle of acquaintances. Introduce yourself to people you have wanted to meet. Make an effort to learn more about each of your new acquaintances.
2. Take an active role in civic or community groups that will allow you the opportunity to work and meet with people.

PREPARATION SUGGESTIONS

In order to prepare for this assessment, the following suggestions are provided which, if followed, may enable you to perform well on the assessment:

- **Be Yourself**

Answer questions the way you feel you would answer them naturally.

- **Read carefully**

Read the questions carefully so that you understand what is being asked of you, so that you can respond accurately.

- **Work Quickly**

During the assessment, work quickly without sacrificing accuracy and thoroughness.

Good luck!