

## CALL CENTRE AUDITS



Mr. Thomas Sample

01/01/0001

Private & Confidential

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### Basic Characteristics

Thorough, independent, friendly, amiable, kind, tenacious, communicative, industrious, opinionated, hard-working, forceful, dependable

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### Understanding and Responding to Client Needs

- Thomas Sample is thorough, friendly and sincere
- He is a good listener and a relaxed communicator who will strive to understand clients' needs fully
- His steady approach will ensure full understanding before any action is taken or recommended
- He can be assertive but will normally come across as kind, supportive and caring
- He has the ability to develop trust in those with whom he works

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### Imparting Information

- He is a natural and competent all round communicator
- Indications are that Thomas Sample is patient and thorough and should be able to assist others in understanding technical information
- Thomas Sample's thoroughness may irritate more active listeners
- He places a great deal of importance on a systematic and direct communication style
- If he is not totally familiar with all the facts, he will not hesitate to say so

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### Problem Solving

- Thomas Sample is dependable and persevering and will see problems through to a satisfactory conclusion
- He will research in detail in order to fully understand the problem before recommending a solution
- He can be forceful and persistent in resolving problems
- Thomas Sample is by nature a good communicator and will ensure that those involved are fully informed at all times

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### Demonstrating Persistence With Sensitivity

- Thomas Sample is serene, sensitive and poised and has the ability to reassure his clients
- Order, loyalty and sincerity are an integral part of his personality
- His assertive yet kind and accommodating nature will encourage people to accept his recommendations
- He will tend to be systematic and caring at all times

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## Response to Peak Workloads

- Thomas Sample will resist, and possibly even resent, being hurried
- He prefers to complete one task at a time, without unnecessary interruptions
- He dislikes unplanned change and will rely heavily on proven procedures when burdened with exceptional work pressures
- Thomas Sample will keep a level head when pressurised, putting people's feelings and interests first
- However, his assertiveness will become evident if pressures are unreasonable

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## Managing Aggression and Unreasonable Clients

- Being a competent all-round communicator Thomas Sample will apply his sensitive listening skills and natural persuasive powers to good effect when interacting with aggressive people
- When necessary, he is capable of handling conflict and unreasonable client demands in a firm yet understanding manner
- This sensitive person will at all times endeavour to diffuse antagonistic situations using reason, diplomacy and a friendly approach
- Thomas Sample will capitalise on his sincere and accommodating disposition, coupled with a strong sense of fair play, when resolving conflicting opinions, unreasonable challenges and/or aggression
- Diplomacy will play an important role in his attempts to placate and win over irate clients.

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## Proactively Promoting Products, Services and Concepts

- Thomas Sample will present and promote in a calm and well-ordered manner
- He will utilise his well-rounded communications and interpersonal skills to the fullest extent possible
- Thomas Sample can be very persuasive and determined in his promotional activities
- As a result of his strong goal-orientation, he will persevere even with the most hesitant of clients

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## Summary

Thomas Sample's kind, thorough, strong and friendly character should make him well suited to outbound call centre and support functions. He may be too forceful and independent for most inbound call centre responsibilities.