

Customer Service Aptitude Profile (CSAP)

Authors: Sander I. Marcus, Ph.D; Jotham G. Friedland, Ph.D and Harvey P. Mandel, Ph.D

PURPOSE	Measures traits critical to success in customer service occupations
ADMINISTER TO	Individuals 14 years and older
READING/EDUCATIONAL LEVEL	Grade 6 (NQF Level 1)
ADMINISTRATION TIME	20 minutes (140 items)
SCORING OPTIONS	User Portal
PUBLICATION DATE	Revised 2006
HPCSA	To be submitted
TRAINING	None
LANGUAGES	English
SA NORMS	No

The Customer Service AP is a convenient assessment which measures traits that are critical to success in customer service. It evaluates the applicant in terms of: customer service strengths, potential strengths, and areas that need development. Validity scales identify applicants who have an unusually positive or unusually negative style of self-presentation—and the scores of those applicants are automatically adjusted.

In addition, the report includes recommendations for training and motivation. This assessment will help you evaluate candidates applying for customer service positions as well as identify training/motivational needs for current employees.

ASSESSMENT SCALES

This assessment addresses the following:

Sales Success: Sales Disposition, Initiative Cold-Calling, Sales Closing

Motivation and Achievement: Achievement, Motivation, Competitiveness, Goal Orientation

Work Strengths: Planning, Initiative-General, Team Player, Managerial

Interpersonal Strengths: Assertiveness, Personal Diplomacy, Extraversion, Cooperativeness

Inner Resources: Relaxed Style, Patience, Self-Confidence

AREAS OF APPLICATION

The CSAP can be used for the following purposes:

- Employee Selection
- Individual Development
- Coaching (to ensure an employee reaches their full potential)

REPORT OPTIONS

The CSAP has following software report available:

Interpretive Report: This report provides information about an individual on customer service strengths, potential strengths and areas that need development. It also includes detailed feedback on customer service and inside sales characteristics, sales success characteristics, motivation and achievement characteristics, work and interpersonal strengths.