



Customer Contact Styles Questionnaire (CCSQ)

Only with SHL

SHL is unique in many ways — one of the first to embrace technology and one of the few to transfer knowledge and proprietary tools to clients. For over twenty-five years, SHL has partnered with thousands of clients to increase productivity and profitability through the more effective use of human resources.

Make Better Informed People Decisions

The CCSQ, a work styles assessment for entry level sales, call center or client services staff, helps you make better selection and development decisions. In only 20 minutes, you can gather invaluable information that could otherwise take months, even years. Over a decade of empirical research supported the development of this questionnaire, available in both US English and Spanish.

Get Proven Results

CCSQ is a powerful, complementary tool to ability testing and a structured interview.

- Increases the probability that you select the right people.
- Reduces your costs by making the entire hiring process more efficient.
- Identifies hidden reasons for weak performance.

- Allows you to plan a more customized and effective development strategy.

Candidates respond to a variety of work-related behavioral statements, similar to the ones shown below.

	Strongly disagree	Disagree	Unsure	Agree	Strongly agree
1. I tend to be assertive in groups	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I use common sense at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Assess Critical Work Behaviors

Relationships

- Persuasive
- Self-Control
- Empathic
- Modest
- Participative
- Sociable

Thinking Style with People

- Analytical
- Innovative
- Flexible
- Structured
- Detail Conscious
- Conscientious

Emotions and Drives

- Resilience
- Competitive
- Results Oriented
- Energetic

Predict Key Aspects of Job Performance...

- Relating to customers
- Persuading and negotiating
- Working with others
- Problem solving
- Using initiative
- Being well organized
- Being reliable
- Being resilient
- Achieving results
- Using initiative



...AND MANY MORE.

Customer Contact Styles Questionnaire (CCSQ) Specifications

Number of questions	136
Approx. completion time	25 minutes
Composite norm group	N=1,265
Scale reliabilities	Average $r=.80$ Range from $r=.71$ to $.87$

Additional Norms Available:

Composite customer service group, customer service staff in a market research company and a communications company; and sales staff in a consumer products company.

Validation:

The CCSQ has been designed for use with entry level sales, call center and customer service staff. Construct validation research has been conducted together with empirical validation studies with market research staff, customer service representatives in communications, sales staff in an international consumer products company, nursing assistants and university students in customer service roles.

Administration & Scoring:

Online, PC (Expert software), and paper-&-pencil with either hand scoring or bureau scoring.

Reports Available:

- **Profile Chart** - Provides the individual's sten scores on each of the CCSQ dimensions.
- **Individual's Feedback Report** - Provides CCSQ feedback for candidates in summary form.
- **Competency Report** - Shows how well the individual is likely to perform on the 16 Customer Contact Competency Inventory key success factors or competencies.

When used with the SHL Work Profiling System, you can also create the Person Job Match Report to identify strengths and development needs in the context of a particular job profile.

User Qualifications:

Please refer to SHL's User Guidelines.

Support Materials:

- **Internet:** Manual and User Guide
- **PC:** Expert software, dongle, dongle units and Manual & User Guide
- **Bureau Scoring:** Administration Card, Booklet, Answer Sheet, Bureau Processing Request Form and Manual & User Guide
- **Hand Scoring:** Administration Card, Booklet, Answer Sheet, Score Key, Profile Chart and Manual & User Guide



Other Related SHL Assessment Tools:

- **Work Profiling System:** provides an efficient way to analyze jobs, create job descriptions, person specifications, identify relevant assessments and ultimately match people against these job requirements
- **Selling Skills Series (SSS) or Critical Reasoning Test Battery (CRTB):** verbal, numerical and diagrammatic reasoning ability tests for selection or development in a sales, call center or service environment at two levels of difficulty

- **Customer Contact Interview Guide:**

structured around the 16 Customer Contact competencies for selection

- **Customer Contact Competency Inventory (CCCI):**

360° assessment for developmental purposes

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