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Product category: **Telemarketing**

News Release from: **Nivid Technology Solutions** | Subject: **customer support skills**

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Tough aptitude tests to survive the course

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The key to retaining sustaining quality of service is to have in place a rigorous, combat-style aptitude test for telephone customer support staff, according to IT specialist Nivid Technologies.

The motive behind this action is explained by Chief Executive of Nivid Technologies, Pushpendrasinh Jhala: "The reason we've devised such an intensive testing programme for potential IT applicants is that we supply global mission critical IT services which involve our staff encountering extreme levels of stress "The key quality, which the tests need to determine in an applicant, is the ability to think logically and calmly under a highly pressurised environment when our IT professionals could well be on the receiving end of some very tense and diverse scenarios"

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Jhala added: "In the current market conditions it's no longer good enough to be a highly qualified IT technician, to deal effectively with the myriad of complexities which exist in today's business environment.

"They have to be supported by a robust analytical mind that can rapidly assess processes, analyse situations and arrive at potential solutions with clarity of thought.

"Personality profiling is a critical part of the equation in the process of selection, where IT staff are accessing large amounts of client-facing work on their systems".

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Darryl Gould, Managing Director of 1 Stop Telemarketing Services, argues that, if you ask them, your clients and contacts will more often than not give you directions to more business.

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the UK's leading customer insight specialist, is to undertake a ground-breaking research study into consumers' attitudes towards call centres; both in the UK and overseas.

Telemarketing service hits the target

A new kind of telemarketing service aimed at giving high-quality service with added value has been launched by sales and marketing specialists Rowan Group.

This applies equally to all staff in customer-facing positions who may be on the receiving end of complaints from frustrated customers.

Some of the questions Nivid Technologies ask IT job applicants to assess their compatibility are illustrated below.

You are walking through a pitch black tunnel, when suddenly a hand comes and slaps you in the face.

What would be your immediate reaction? The answers that are selected by the applicants illustrate how they would deal with the intense situations that they would experience as an IT professional.

If the person said: a) I would try and find the person and hit them back, this implies that the person is prone to react in a stressful scenario aggressively and without hesitation.

These hypothetically aggressive questions can also increase a person's tension there and then, which could mean that they are susceptible to stress and prone to make dramatic responses and reactions.

b) A person might say they would be frightened and hide or duck, fearing further assault.

This generally indicates that the person cannot adequately deal with sudden events, resulting in an alarmed state of mind, freezing in a stressed scenario.

c) However, the person may say that they will first try to figure out from which direction he was hit and then find the fastest way possible out of the tunnel, analysing the immediate situation first, and then considering the options that would solve the event.

This answer indicates that the person will take a calm and calculated approach to a possible problem situation.

That all the possible scenarios should be considered before any direct action is taken.

Based on the answer to this question a series of questions, which deal with various stressful situations, would be asked which would provide a further insight into the persona and thinking of the participant.

2 There are two stations, Bromley and Victoria, and there is one single track between these two stations.

You have to devise a solution in such a way that the trains can originate from either side of the track, yet your solution should ensure that there is never a collision or delay on the track.

Nivid states that this will reveal a person's capability to assess and analyse a given predicament and form a pragmatic theory with a realistic solution which solves the dilemma at hand.

3 Imagine that you are walking along the street and the police suddenly begin chasing someone.

They suddenly shout "hands up", what would your immediate reaction be? Some typical answers: a) You would put your hands up in the air and stand there (this might signify that the person would potentially freeze under sudden stress, unable to respond in a dignified or eloquent manner).

b) You would flee as fast as you can, disobeying the order, and quickly getting out of the situation (this could signify that the person reacts without much thought to a sudden pressure situation, and rather than confront the situation calmly, cannot deal with the situation or the possible consequences).

c) You would calmly assess what has occurred and the area around you, coolly asking the policemen whether it is you that has been shouted at, or a stranger, asking for guidance as to how you should act next (this would indicate that the person would calmly analyse the situation, however stressful the person's position may be, and being level-headed enough to request guidance in matters).

Employers at Nivid are able to analyse the submitted answers and the possible long term effects they could have.

The reaction signifies how a person would react under sudden pressure and how calmly they would respond under unexpected stress.

Answers a or b concern the basic fight or flight theory.

Does the person flee a potentially stressful or intimidating situation or do they react following their confrontational instincts; to settle the matter in very much a primeval way? Answer c is in fact the response that would signify an ideal candidate.

It illustrates that the person does not follow their instinctive reactions, and that they remain calm under potentially volatile occurrences.

They are essentially able to defuse the situation, a quality that is vital in the professional world.

Finally another question that gives insight into an individual's compatibility with Nivid: 4 The candidates are purposefully made to wait together for approximately 30 to 45 minutes without any information given for the delay.

This wait and their ignorance of the matter increase their frustration while building the tension in themselves and the group as a whole.

Eventually they are addressed together, giving a vague explanation concerning the reason

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for the wait and are asked for their feedback regarding the explanation and the interview process in its entirety.

Some typical responses could include: a) The candidate exhibits a high level of irritation, which suggests that they probably become impatient very quickly.

It is plausible that they cannot control their temper in times of unknown circumstances.

There is also the possibility that they are even feeding off others irritation; signifying a lack of independent thinking.

b) Other candidates are completely distracted; they have lost interest in the situation and their prerogative.

They are vague in their responses and possibly digress from their responses.

This signifies that the person may lose focus quickly, especially when left to their own devices in a situation which is unexplained or spontaneous.

c) A third response is that people are calm and composed even with the disturbance and uncertainty of the chaos around them.

The upheaval of the process, which differs from their expectation, is perceived in an interested manner, their concentration never diminishing, their condition unchanged.

This signifies that they are: independent thinking individuals, that they are patient and alert, and are able to concentrate on the original motive for their presence, however much they have been side-stepped, and are ultimately able to complete the original task.

Nivid, through these aptitude tests, can comprehend just how well-matched the individuals would be for the position.

The correct answers give considerable insight into the candidate's basic personality which could well be suppressed at a normal interview.

Thusly, Nivid employ people that are not only qualified for the job but can complete any task, however pressurising and time consuming, to the utmost level.

Jhala expands on this issue: "The acquisition of the relevant skills can be taught to an able individual, however character and instinctive conduct is an intrinsic and unique trait that cannot be.

"If the candidate has the right frame of mind and the solid analytical skills that the position requires, then they can develop their skills, which will ensure they will become an extremely valuable part of the Nivid team".

Nivid's development and inclusion of these processes has indeed ensured that their employees can produce the optimum results that clients demand.

This increased compatibility between employees and their assorted projects not only leads the way for Nivid staff to produce the best quality service in a globally challenging environment, but enable them to be better equipped to deal with the diverse technological scenarios that present themselves on a daily basis.

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