



# CUSTOMER CARE PROFILE (CCP) TEST GUIDE

## WHY DO AT&T AND ITS AFFILIATES TEST?

At AT&T, we pride ourselves on matching the best jobs with the best people. To do this, we need to better understand your skills and abilities to make sure that you are indeed the right match for the job. Our ultimate goal is to set you up for success in your career at AT&T (that is, if AT&T is the right match for you). Research has shown that tests provide accurate measures of people's skills and abilities and, therefore, we use tests to identify people who are the best match for the job. Our philosophy is simple...if you succeed in your role, then we succeed as a company.

## WHAT IS THE CUSTOMER CARE PROFILE (CCP)?

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 problems.
  - Note that the policies described in these questions does 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.

## WHAT CAN I EXPECT TO SEE ON THE ASSESSMENT?

Here are two examples 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\*



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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.

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 AT&T. The following information details the traits included in each of the three dimensions you are expected to exhibit on a regular basis.

### **Work Orientation**

- ❖ Detail oriented
- ❖ Conscientious
- ❖ Hard-working

### **Learning Ability**

- ❖ Learning-oriented
- ❖ Resourceful
- ❖ Methodical

### **Job Judgment**

- ❖ Friendly
- ❖ Polite
- ❖ Reliable
- ❖ Acts Appropriate

**Note:** In order to take the CCP, you must be able to read and absorb written information from a computer screen and 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 test. If you begin the test and fail to complete it, you will be required to wait the appropriate retest interval.



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## **WHAT CAN I DO TO PREPARE FOR THE ASSESSMENT?**

At AT&T, our goal in testing is not to cause you to fail; rather, our intent is to set our employees up for success. Remember, we succeed when you succeed. The best way to succeed is to adequately prepare. At the end of this Test Guide, developmental suggestions for each competency are provided.

## **HOW WILL THIS ASSESSMENT BE ADMINISTERED?**

A member of our Staffing team will provide you with the time and location for your assessment session. Try to arrive at the location at least 15 minutes before your scheduled assessment time to give yourself time to relax before the assessment begins. You may want to bring a jacket or a sweater in case the temperature in the assessment location is not to your liking. Feel free to ask questions before the assessment begins, and be sure you understand the format of the CCP.

## **WHAT CAN I DO TO PERFORM MY BEST ON THE ASSESSMENT?**

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.

## **RETEST INTERVALS**

If you do not qualify on the CCP, do not be discouraged. Perhaps, this would indicate that this position is really not the best match for you. Who knows – perhaps a better, more closely matched opportunity awaits you. If you feel strongly that this is the right position for you, then you may initially retest after six-months. Subsequent retests are at one-year intervals. However, please note that test standards are periodically updated to reflect current abilities and skills required for our jobs. Therefore, it may be necessary to meet new test standards should they be introduced prior to your placement on the job.



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## SUMMARY

When you succeed in your job, AT&T succeeds as a company! Successful completion of the CCP qualifies you for possible placement into jobs requiring this test. Additional testing may be required for certain positions. See job briefs in your area for additional testing requirements for titles you are interested in.

**Thank you for your interest in starting (or expanding) your career at AT&T!**

AT&T and its affiliates support and comply with the provisions of the Americans with Disabilities Act (ADA) and other Federal and State laws that specifically assist individuals with disabilities. If you have a limiting disability and need special testing arrangements, please ask your local Employment Office or Placement Bureau personnel for information about the testing accommodation process.



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## DEVELOPMENTAL SUGGESTIONS BY COMPETENCY

### Competency: Work Orientation

#### **Training**

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

#### **Books**

- Ross-Larson, Bruce (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 current 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**

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

### 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.



# CUSTOMER CARE PROFILE (CCP) TEST GUIDE

## Books

- Sanders, Alan (1994). Customers for Life. San Diego: Pfeiffer & Company.
- 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, predictable 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.

## Competency: Job Judgment

### Training

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

### Books

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



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## **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**

- 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.
- Take an active role in civic or community groups that will allow you the opportunity to work and meet with people.