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Talent Assessment Platform™

How Call Center Skills Tests Can Help You Boost Retention

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Good call center representatives are difficult to find because they must be empathetic and good listeners to gain customers' trust, be knowledgeable about the company's products and services, and be good problem solvers. These are such different skill sets that it is rare to find candidates with all of them.

Top call center and customer service representatives can turn a challenge into an opportunity and convert an angry customer into a loyal evangelist for your company. If they have a solid understanding of your company's products and services, they can act as a crisis counselor, public relations liaison, sales consultant, and communications expert, often on the same call.

Customer service reps are the face of your company and represent your brand. Sometimes they may be the only people your customers interact with. Research shows that organizations that are recognized for providing good customer service consistently outperform their competitors. According to Zendesk, 66% of business-to-business customers stop doing business with a company if they have a bad customer service experience.

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Why You Need Call Center Skills Tests

When compared with all industries, call centers have notoriously high turnover rates. According to a Quality Assurance & Training Connection (QATC) study, the average turnover rate for call center agents and customer service representatives is between 30%-45%, and some organizations experience more than 100% attrition annually.

This means call centers must constantly budget for recruitment and hiring expenses. It also hinders productivity because managers never have the chance to build an established team, and experienced employees must work overtime to keep operations running smoothly.

It can also negatively impact customer experience because customers want to talk to agents who know your company, products, and services. This is hard to achieve when everyone on the team is new.

HR teams know the best way to increase retention is to hire call center and customer service representatives who have the right skills and attributes to be successful. So, they use call center and computer skills tests as part of their hiring process.

Call Center Skills Tests You Should Use

There are various assessments you can use to determine whether an applicant can provide excellent customer service. Many eSkill clients use call center skills tests to evaluate candidates for customer-facing roles like call center agent and retail sales associate.

The assessment covers topics such as communication and collaboration skills, problem-solving abilities, and adaptability. Generally, applicants with high scores are well-suited to customer service and call center roles and will deliver high-quality service.

You can add questions from related assessments such as the Call Center Operator and Emotional Intelligence skills tests to gain even more insight into applicants' abilities. Around 77% of all jobs, including call center and customer service jobs, require at least basic computer proficiency. Therefore, many call centers also require computer skills tests.

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The Benefits of Using Simulations

The best way to identify top candidates is to present applicants with job-related scenarios and evaluate their performance. This is why eSkill clients use the following simulations when they hire customer service and call center representatives.

- ⊘ **MS Office® :** Ask applicants to complete tasks they will encounter on the job using Word®, Excel®, Outlook®, and PowerPoint®.

- ⊘ **Multitasking:** Set up a series of tasks such as managing email and chat messages, placing orders, and responding to customer inquiries and designate a time limit to verify that applicants can complete them accurately and efficiently.

- ⊘ **Chat:** Evaluate candidates' ability to manage chat conversations with multiple customers simultaneously while replying to email messages, handling orders, and talking to customers.

- ⊘ **Digital Literacy:** Measure candidates' knowledge of basic computer functions such as email, Internet usage, and social media.

Eliminate Unconscious Bias in Hiring

All hiring team members agree that it is essential to hire the best-qualified candidate. However, unconscious bias can influence their decisions, even when they try to prevent it.

Computer and call center skill tests help hiring teams evaluate applicants fairly and objectively because decisions are made based on hard data instead of hiring team members' "gut" feelings.

Eliminating subjective bias is important because studies show that companies that promote gender and ethnic diversity are more productive than their competition.

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How to Get Started with Call Center Skills Tests

Including computer and call center skills tests in your application process helps you hire applicants with a high probability of success who will stay with your company for the long haul. It also saves you time and money.

Many eSkill clients have reduced their hiring costs by 70% and decreased time-to-hire by nearly 60%. Their HR teams can work smarter and more efficiently because they can screen large volumes of applicants in minutes instead of wasting hours reviewing resumes from applicants who lack the necessary skills.

Do you want to learn how computer and call center skills tests can help you identify top candidates for your customer service team or call center? Contact us to request a demo.

Request a Demo Today

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