

Customer Service Aptitude Profile™ (CS AP™)

Author: Multi-Health Systems Inc

PURPOSE	To determine employee success in customer-service roles
ADMINISTER TO	Individuals 18-years and older
READING/EDUCATIONAL LEVEL	Grade 4
ADMINISTRATION TIME	10 – 15 minutes (65 items)
SCORING OPTIONS	Online
PUBLICATION DATE	Update - 2020
LANGUAGES	English

The Customer Service Aptitude Profile is a revision of the original, 1995 CSAP and measures key competencies that can lead to employee success in customer service positions. The CS AP can help organisations identify the best people for their customer service roles while also helping individuals reach their potential. When used as part of a comprehensive selection process, the CS AP can help minimise the cost of training resources and lost customers associated with poor hiring decisions. When used for employee development, the CS AP can help identify strengths and opportunities for development in customer service-related competencies to help employees leverage their strengths and increase the likelihood of success in their role.

ASSESSMENT SCALES

- **Achievement Motivation** – Using one’s inner drive to apply the effort needed to attain strategic goals
- **Composure** – Staying calm under pressure and in difficult interactions
- **Cooperativeness** – The level of comfort in working with others towards a common goal or purpose
- **Customer Orientation** – Having a desire to help others while being sensitive to, and understanding of, their feelings and needs
- **Sociability** – Engaging with others and developing relationships effortlessly
- **Self-Confidence** – An individual’s level of belief in their abilities and judgments
- **Upselling** – Involves active strategies to increase value by suggesting additional products and services to customers

AREAS OF APPLICATION

The CS AP can be used for both selection and development of contributors in customer service roles.

SOUTH AFRICAN RESEARCH

Although South African research is not currently available, JVR Psychometrics welcomes the opportunity to partner with clients in conducting research studies in their organisations.