

# BRIGHT

---

Customer support service personnel - screening

TIMOTHY TORRES

TIMOTHY.TORRES@NEWLINE-HR.COM



**BRIGHT** (18/04/2017)

+ Interview Guide

# BRIGHT SERVICE & SALES

BRIGHT evaluates typical behaviour and general attitude related to customer service.

## TIMOTHY TORRES

NORM International Service Norm

CRITERIA Customer support

### DILIGENCE

Very attentive to details and conscientious in the completion of job tasks. A person with high Diligence typically sets high standards for the quality of their work, and will follow through on tasks with great effort.



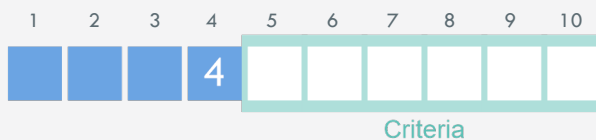
Detail oriented  
Conscientious  
Focused on quality

#### INTERVIEW QUESTIONS

- What do you do to make sure your job is done well?
- What actions do you take if you don't have the time to deliver your job with the quality that was intended?
- What do you do if you have made a mistake?

### INTEGRITY

Acting consistently according to the values, beliefs and ethical principles a person claims to hold. A person with high Integrity is typically viewed as honest and accountable with high moral standards.



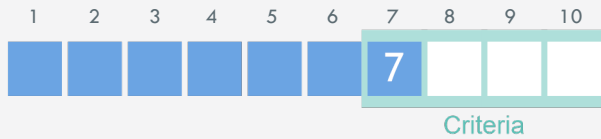
Ethical  
Accountable  
Values honesty

#### INTERVIEW QUESTIONS

- How important is it to you that your personal values comply with the values of this company?
- What attitudes do you consider important in order to deliver an excellent customer service?
- Can you think of situations/actions that could lead to a poor customer experience?

**STRESS TOLERANCE**

Dealing calmly and effectively with job tasks in high stress situations. A person with high Stress Tolerance typically stay focused and accomplish their work under stressful working conditions.



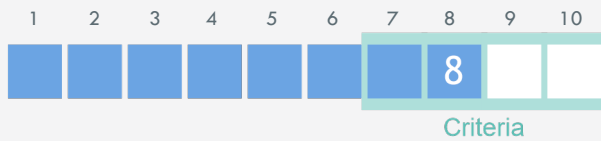
Calm under pressure  
Copes with stressful situations  
Emotionally self-controlled

**INTERVIEW QUESTIONS**

- How do you typically handle customer complaints/criticism?
- If a customer reacts in a threatening or aggressive manner - how would you react to resolve the situation?
- How do you stay calm and work efficiently even in stressful situations?

**SOCIAL CONFIDENCE**

Comfortable being the center of attention and can easily initiate conversations with others. A person with high Social Confidence typically expresses themselves with self-confidence and influence in social situations.



Outgoing  
Sociable  
Influential

**INTERVIEW QUESTIONS**

- What is your strength when engaging in conversations with customers?
- How do you attract attention and make the customer interested in your service?
- What do you do if the customer is indecisive?

**SERVICE-MINDEDNESS**

Being pleasant with others and displaying an open and welcoming attitude. A person with high Service-Mindedness is typically sensitive to others' needs and feelings and will be both understanding and helpful on the job.



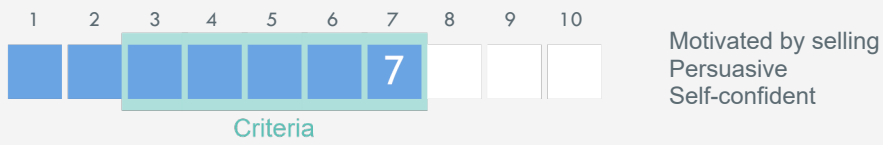
Welcoming  
Helpful  
Empathic

**INTERVIEW QUESTIONS**

- What does it mean to you to be service minded?
- What is your strength when providing service to others?
- What is the best customer experience you have ever had yourself?

**SALES SELF-EFFICACY**

Interested in sales and has confidence in their ability to sell. A person with high Sales Self-Efficacy will typically enjoy the activities involved in selling such as talking others into buying.

**INTERVIEW QUESTIONS**

- How do you evaluate your own abilities and skills in sales?
- What do you do to convince a customer into buying something?
- How do you select and present a product to fit the customer's needs and desires?