



Customer Contact  
Home Study Prep Guide  
#50

Customer Contact Evaluation-Revised Test  
(CCE-R)

Customer Assistance Role-Play Test (CART-M)

Keyboard Skills Test (KST)

Oral Proficiency Interview – Spanish  
(OPI-S)

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# Home Study Prep Guide

The purpose of this prep guide is to help you prepare to take the Verizon secondary tests related to associate positions available through RAMP. The guide provides test brochures for each of the following:

- Customer Contact Evaluation-Revised Test (CCE-R)
- Customer Assistance Role-Play Test (CART-M)
- Keyboard Skills Test (KST)
- Oral Proficiency Interview – Spanish (OPI-S)

There is a section with information about Role-play assessments and helpful hints in preparation for Role-play tests.

You have also received a copy of the workbook:

## Quality Customer Service: How to Win with the Customer

This is a user-friendly product that helps you learn to improve customer service skills that may be measured in role-play tests. Topics covered include:

- Understand the Basic Needs of Customers
- Four Reasons Why Quality Service is Important
- How to Handle Complaints and Difficult Customers
- Anticipate Your Customer's Needs

The book provides an interactive experience utilizing numerous exercises, real world case studies and examples that invite your opinion. We recommend that you review it slowly and complete all of the exercises to help increase your ability to apply the best customer service skills in any situation.

# CUSTOMER CONTACT: Test Brochures

- ◆ The Customer Contact Evaluation-Revised Test (CCE-R)
- ◆ The Customer Assistance Role-Play Test - M (CART-M)
- ◆ The Keyboard Skills Test (KST)
- ◆ The Oral Proficiency Interview - Spanish (OPI-S)

This interview is conducted to measure the Spanish proficiency of candidates who are being considered for some customer contact positions that require Spanish.

***Important note:***

***All questions on the tests must be answered. Any blank spaces default to a wrong answer.***

# The Customer Contact Evaluation-Revised (CCE-R) Test Brochure

## ***What is the Customer Contact Evaluation-Revised (CCE-R)?***

The Customer Contact Evaluation-Revised (CCE-R) is a test designed to measure skills and abilities important for some of the Verizon positions which require customer contacts. This test simulates many of the situations, problems, and challenges faced by individuals in these positions. You will be involved in role-play exercises that require preparing for and handling telephone conversations with customers.

## ***Why Does the Company Use the CCE-R?***

The company uses this test to measure how well you can perform the duties required in some of our customer contact positions. Research has supported that those who perform well on this test also tend to perform well in these positions.

In addition, after completing the test, you will have a more realistic idea of these jobs and their requirements.

## ***What is the CCE-R Like?***

You will be provided a package of materials and 30 minutes to review the information and prepare for the exercises. This package includes all the information you will need to handle the questions, sales and/or service situations you will encounter in the role-plays. After the preparation time has elapsed you will receive a practice call. This call is designed to allow you to become more familiar with the information and materials you will use to handle the subsequent role-plays. Once the practice call is completed, the actual assessment will begin. Your performance on the assessment will be evaluated in terms of your ability to:

- Establish rapport, express empathy, and behave professionally
- Identify sales opportunities, explain products and services, and close the sale
- Speak in a clear, concise and organized manner
- Listen actively and ask necessary questions
- Follow policies and procedures and provide accurate information
- Analyze and address customer needs, resolve conflicts, and apply balanced judgment
- Control the call and use your time efficiently

The test takes approximately one hour to complete including the 30 minute preparation time.

## **The Customer Contact Evaluation-Revised Test Brochure**

*(continued - page 2)*

### ***When Would I Take the CCE-R?***

First, you must qualify for the appropriate job family on the Universal Test Battery (UTB) and the Keyboard Skills Test (KST). You would then be scheduled for the CCE-R.

### ***What Will I Need to Take the CCE-R?***

You will be provided with all the materials necessary to complete the test.

### ***How Can I Prepare for the CCE-R?***

No formal preparation is required.

### ***What Type of Feedback Will I Receive on My Performance?***

You will receive written feedback within 10 to 14 days of your test date. This feedback will provide information about whether or not you met the qualification standard. In addition, the feedback will provide specific information about your performance in each of the seven abilities mentioned previously.

### ***If I Do Not Meet the Qualifying Standard, When Can I Retake the CCE-R?***

If you do not meet the qualification standard the first time you take the test, you must wait six months before you are eligible to take the test again. If you have already taken the test two or more times, you must wait a minimum of one year before retaking the test.

# The Customer Assistance Role-Play (CART-M) Test Brochure

## What is the Customer Assistance Role-play Test (CART)?

The Customer Assistance Role-play Test (CART-M) is a test designed to measure skills and abilities important for some of the Verizon positions, which require customer contact. This test simulates many of the situations, problems, and challenges faced by individuals in these positions. You will be involved in role-play exercises that require preparing for and handling telephone conversations with customers and other company employees.

## Why Does the Company Use the CART?

The company uses this test to measure how well you can perform the duties required in some of our customer contact positions. Research has supported that those who perform well on this test also tend to perform well in these positions.

In addition, after completing the test, you will have a more realistic idea of these jobs and their requirements.

## What is the CART Like?

You will be provided a package of materials and 30 minutes to review the information and prepare for the exercises. This package includes all the information you will need to handle the questions, problems, or situations you will encounter in the role-plays. After the preparation time has elapsed you will receive a practice call. This call is designed to allow you to become more familiar with the information and materials you will use to handle the subsequent role-plays. Once the practice call is completed, the actual assessment will begin. Your performance on the assessment will be evaluated in terms of your ability to:

- Understand and be sensitive to the needs and feelings of others
- Use time productively and effectively in order to complete assignments
- Recover enthusiasm following a discouraging situation
- Speak in a clear, concise, and organized manner
- Gather, organize and combine information from many sources into meaningful order to identify and solve problems
- Be responsible, dependable, and take responsibility for your own actions.

The test takes approximately 1 and ½ hours to complete including the 30 minute preparation time.

## **The Customer Assistance Role-Play Test Brochure**

*(continued - page 2)*

### **When Would I Take the CART?**

First, you must qualify for the appropriate job family on the Universal Test Battery (UTB). You would then be scheduled for the CART.

### **What Will I Need to Take This Test?**

You will be provided with all the materials necessary to complete the test.

### **How Can I Prepare for the CART?**

No formal preparation is required.

### **What Type of Feedback Will I receive on My Performance?**

You will receive written feedback within 10 to 14 days of your test date. This feedback will provide information about whether or not you met the qualification standard. In addition, the feedback will provide specific information about your performance in each of the six abilities mentioned previously.

### **If I Do Not Meet the Qualifying Standard, When Can I Retake the Test?**

If you do not meet the qualification standard the first time you take the test, you must wait six months before you are eligible to take the test again. If you have already taken the test two or more times, you must wait a minimum of one year before retaking the test.

# The Keyboard Skills Test (KST)

## Test Brochure

### **What is the Keyboard Skills Test?**

The Keyboard Skills Test (KST) is a computerized test designed to measure your competence in the keyboarding aspects of the Consultant/Service Representative job. You will be measured on how quickly and accurately you can enter specific text provided in recorded customer contacts. The test takes about 30 minutes to complete.

### **Why Does the Company Use the KST?**

The company uses the KST to identify those candidates who are likely to perform well in positions that require keyboarding skills.

The KST requires candidates to perform a task they will actually perform on the job. Thus, it is an efficient and direct indicator of how they are likely to perform on-the-job. In addition, the KST provides the candidate with a realistic preview for the keyboarding portion of these jobs.

### **What is the KST Like?**

The KST is administered by a computer. It contains three timed sections.

The first section is a five minute instruction period. This section provides an orientation to the test and an opportunity to become familiar with the keyboard.

The second section consists of three practice screens. You will be given two minutes to work on each practice screen. After the practice screens are completed, feedback is provided including the text that was entered, highlighting any errors. This section is scored, however, the scores do not count toward the final test score.

After you have practiced, you will be given the actual test. This section consists of six screens. You will be given up to two minutes to work on each test screen. The test allows you to move to any field in the screen currently being worked on to enter information or to make corrections. However once a screen has been exited, you may not return to it.

## **The Keyboard Skills Test Brochure**

*(continued - page 2)*

### **When Would I Take the KST?**

You must first qualify on the Universal Test Battery (UTB) for the specific position for which you are applying. Once you have met the UTB standard, you will be notified as to when and where you are scheduled to take the KST.

### **What Will I Need to Take the KST?**

You will be provided with all of the necessary materials to complete the KST.

### **How Can I Prepare for the KST?**

No formal preparation is required.

### **What Type of Feedback Will I Receive?**

Generally, you will receive feedback within 10 to 14 days of your test date. This feedback will provide your qualification status.

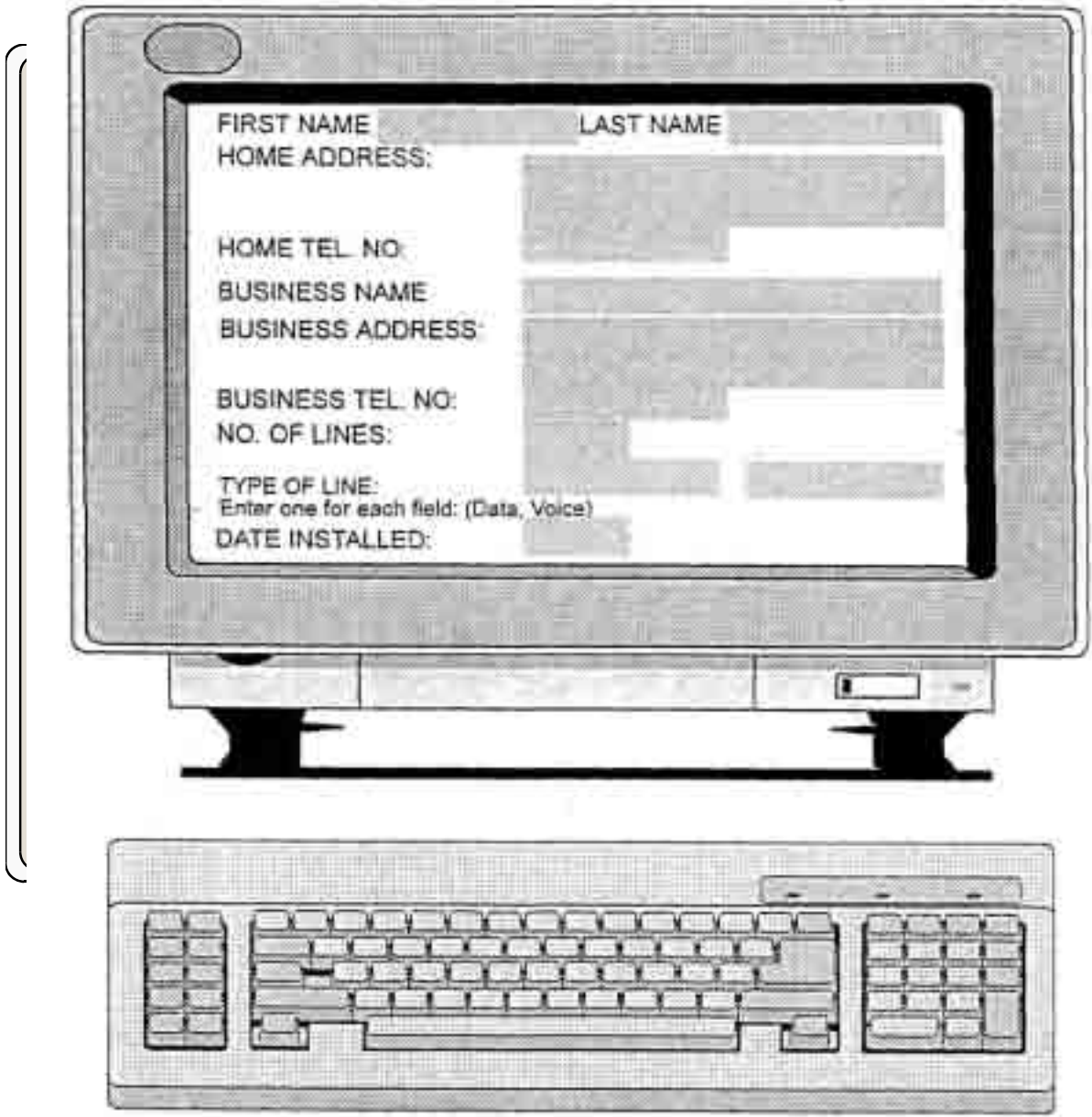
### **If I Do Not Meet the Standards, When Can I Retake the KST?**

If you do not meet the qualification standards for the KST, you may retake the test. The retest interval for the KST is three months. (NOTE: If you qualify on the KST and are not placed in a position within 1 year, you must re-qualify on the test.)

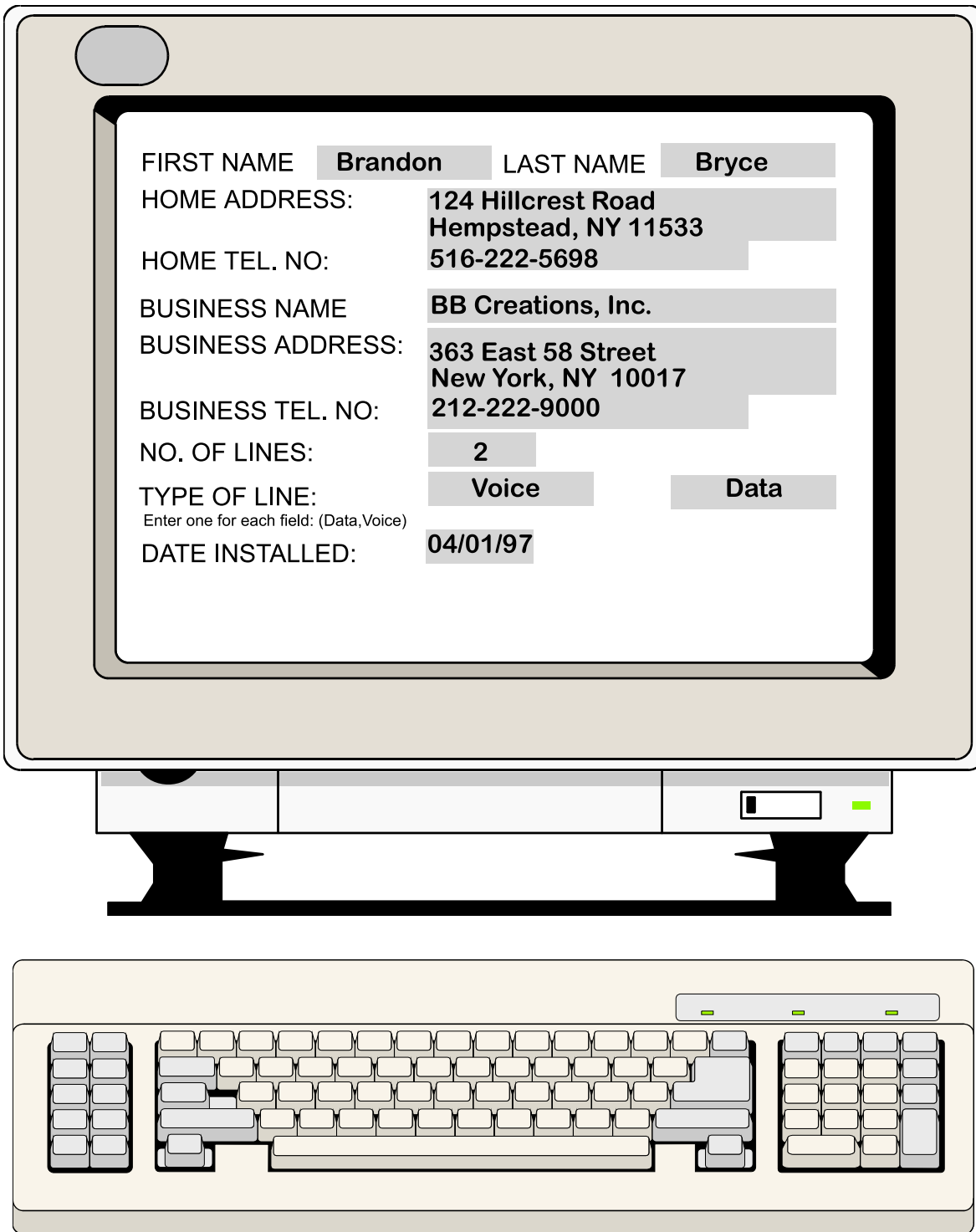
# IMPROVING YOUR KEYBOARD TYPING SKILLS

If you are interested in refreshing your keyboard typing skills and have access to a personal computer, there is help available.

The FutureLink Home Study program offers a **Prep Guide** called “**Mastering Computer Typing**”. **This guide will help you learn how to use the keyboard faster and more efficiently.** To order, call 800-497-LINK, option 2, and request “Home Study Prep Guide #48: Mastering Computer Typing”.



**This example illustrates a blank Customer Service Screen. You will listen to recorded customer requests and enter the appropriate information.**



**This example illustrates a completed Customer Service Screen based on the information you heard from the recorded customer.**

# The Oral Proficiency Interview - Spanish (OPI-S) Test Brochure

## **What is the Oral Proficiency Interview – Spanish (OPI-S)?**

The Oral Proficiency Interview – Spanish (OPI-S) is an interview conducted to measure the Spanish proficiency of candidates who are being considered for some customer contact positions that require Spanish fluency. The interview is conducted over the telephone and takes approximately 30 minutes.

## **Why Does the Company Use the OPI-S?**

The Company uses the OPI-S in order to determine if a candidate can meet the Spanish language requirement for positions that require Spanish fluency.

## **What is the OPI-S Like?**

The OPI-S is a telephone interview/conversation conducted in Spanish, during which you will be involved in a conversation covering general topics with a certified foreign language tester. You will be encouraged to participate fully in the conversation. Based on this interview/conversation, your Spanish Language proficiency will be assessed to ensure that your language abilities meet the requirements of the position.

## **When Would I Take the OPI-S?**

You must first qualify on the Universal Test Battery (UTB) for the specific position for which you are applying. Depending on the specific position there may be other tests required prior to the OPI-S. After you have met the required standards on other applicable tests, you will receive a letter notifying you of your OPI-S appointment.

## **What Will I Need to Take OPI-S?**

You only need a working telephone to take the OPI-S.

**How Can I Prepare for the OPI-S?**

No formal preparation is required.

**What Type of Feedback Will I Receive?**

You will be informed as to whether or not you met the standards for the OPI-S. This feedback will be mailed to you within 10 to 14 days of the interview date.

**If I Do Not Meet the Standards, When Can I Retake the OPI-S?**

If you do not meet the qualification standards for the OPI-S the first time you take it, you must wait six months before you are eligible to retake the test. If you have taken the OPI-S two or more times and have not met the qualification standards, you must wait a minimum of one year before you are eligible to retake the test.

# **Role-play Assessment Programs**

## ***What is a role-play program?***

An assessment program is made up of situations that represent important aspects of the job for which you are applying. These exercises involve role-plays that simulate the actual job. In these *role-plays*, you play the part of an actual job incumbent and you interact with trained assessors who play the part of the customer or co-worker. You are required to perform tasks relevant to the position and follow specific procedures on how to carry out these tasks. The assessment procedures are standardized: you will be sitting by yourself in a quiet room with the door closed. The room contains a desk and a chair, and you will have access to a telephone.

An assessment can be thought of as similar in format to a driving test. During the road test portion of the driving test, you are required to drive a car while an evaluator from the Department of Motor Vehicles observes you. The evaluator observes your behavior, noting, for example, whether you signal your turn, back up straight, parallel park, etc. Then, based on the actual behaviors observed, you either receive your driver's license or you don't.

As in a driving test, an assessment program involves having trained professionals, known as assessors, observe and evaluate your behavior in a particular situation. The behaviors you display while role-playing are then rated against systematic standards that apply to everyone participating in that assessment program. Please keep in mind that in completing any task, a wide range of varied behaviors are being exhibited and observed. Moreover, no one behavior is going to determine whether you are qualified or not qualified for the position.

## ***Are there any advantages to participating in an assessment program?***

The major advantage is that it gives a realistic "feel" for the actual job. The assessment program not only helps Verizon select the right candidates for the job, it helps candidates decide if they will like working in that job.

## ***How are assessment programs developed?***

Assessment specialists observe people in the actual job, noting what situations arise and what tasks are required to be performed. They also interview incumbents and supervisors to learn more about the challenges of the job. Using this information, situational exercises are designed that reflect the realities of the position and the key challenges experienced by job incumbents. The standards upon which participants are evaluated are set by experienced representatives of the company and are systematically followed by assessors when evaluating a candidate's behavior. Research techniques are also used to confirm that the assessment is representative of the target job.



***What are the requirements for performing in a role-play assessment?***

In order to participate in a role-play assessment test you must be able to read and absorb written information as well as speak and listen to others over the telephone.

***Why does Verizon do this?***

Role-play simulates typical customer interactions that you would be experiencing on the job. These assessment tests give Verizon some insight as to how you would handle those situations.

***How do role-play assessment programs work?***

The assessment experience has two parts: The Preparation Phase and the Role-play Phase.

Each of these phases is described in greater detail on the following page.

## 1. Preparation Phase

During the Preparation Phase you are given:

- Materials detailing all of the procedures and information you need
- The role you will be playing
- A specific amount of time to do the preparation (usually 30 minutes)
- The basic skill requirements for taking the simulation

You need to:

- Be aware of the time as you prepare
- Read and absorb written information
- Familiarize yourself with the role you are playing and the background materials you will be using to complete the simulations.

**Good preparation is essential for high quality performance.**

## 2. Role-play Phase

- When the Preparation Period is over, the role-play simulations will begin.
- The person with whom you will do the role-play is called the assessor. You will interact with several assessors during the assessment.
- You will communicate with the assessors only over the phone.
- To assure fairness, the assessors will know nothing about you except what you do on the phone with them. They know nothing about your current or past jobs, how long you've been with Verizon, who you work for, or even where you work.
- The first role-play will be a practice call, which is not rated. It will help familiarize you with the assessment process. When the assessment is over, the material you have been using will be collected.

### ***How is the assessment scored?***

The assessors with whom you interact will evaluate your performance based on the behaviors that you exhibit during the telephone assessment. The evaluations are based upon specific guidelines set by Subject Matter Experts at Verizon.

# Strategies for Performing Well on Role-play Assessments

Here are a few tips for performing your best during the role-play:

1. **Be yourself, but be ready to deal with many different kinds of people.**

Be flexible!

2. **Stay in the role of the representative during the role-play. (Your assessors will stay in their roles too.)**

Pretend you really are the person whose role you've read.

3. **If you are missing materials, ask the administrator.**

The administrator is there to help you.

4. **Expect it to feel a little artificial – that's what a role-play simulation is all about.**

Play along!

5. **Don't try to figure out the perfect answer – there is often no "correct" answer.**

Remember, no one thing you do will cause failure. The assessors are looking for a varied range of behaviors.

6. **Read the background materials carefully. Use the information in the materials you are given.**

These materials contain the information you need.

7. **Keep the materials you are given organized so they will be easy to use.**

Know what you have and where you have it!

8. **If at any point you believe you've messed up, there is no point worrying about it. One error is not automatically going to disqualify you. You need to focus on the rest of the Telephone Assessment, so just move on.**

Don't dwell on errors.

- 9. Be aware of the time. The exercises are timed, so you should use your time wisely. Remember, you are responsible for managing your time.**

Don't rush, but don't waste time.

- 10. Speak clearly and naturally. Make sure the other person is understanding everything you say.**

Good communication skills is one quality the assessors are looking for.

**Which tips will be easy to follow?**

**Which tips will be difficult to follow?**

**How will you be able to overcome any difficulty in following some of these tips?**

Remember, there are no right or wrong answers to these questions. You should pay attention to whatever tips seem helpful for you. For those that do not seem helpful, try to come up with a personalized development plan for your effective preparation.

## **Self-Assessment**

The following exercise will help you to assess your own behavior. It will also help you prepare for the assessment program you will take by giving you an idea of the sorts of skills that will be evaluated.

*Rate your own skills by placing a checkmark next to the answer that best describes your general performance. Then, indicate a specific behavior that you perform on the job that exemplifies this rating.*

1. **Communication Skills** – To express yourself clearly and in an organized manner so that you can assist others. Tone of voice remains positive and confident throughout interactions.

Adequate     Inadequate

Specific Behavior: \_\_\_\_\_

2. **Work Efficiency** – To be organized and able to access necessary information quickly and without sacrificing accuracy and thoroughness.

Adequate     Inadequate

Specific Behavior: \_\_\_\_\_

3. **Problem Solving** – To recommend solutions that meet customers' needs and conform to established procedures and policies.

Adequate     Inadequate

Specific Behavior: \_\_\_\_\_

4. **Social Adeptness** – To project a polite and courteous demeanor at all times. Easily adjusts to and deals effectively with different customers. Expresses genuine willingness to be of help.

Adequate     Inadequate

Specific Behavior: \_\_\_\_\_

5. **Understand Customers** – To ask fact-finding questions in order to analyze and resolve customer problems. Listens carefully to information and cues provided.

\_\_\_ Adequate \_\_\_ Inadequate

Specific Behavior: \_\_\_\_\_

6. **Professionalism** – To behave in a professional manner that reflects positively on the company. Interacts in a patient and respectful manner with customers at all times. Accepts responsibility.

\_\_\_ Adequate \_\_\_ Inadequate

Specific Behavior: \_\_\_\_\_

7. **Sales Skills** – To recognize potential sales opportunities and offer appropriate services to customers. Persists when faced with resistance.

\_\_\_ Adequate \_\_\_ Inadequate

Specific Behavior: \_\_\_\_\_

## **General Strategy Tips**

*Remember these strategies when performing the telephone assessment that you take.*

### **When Interacting with Customers and Colleagues on the Phone:**

- Be courteous
- Do not linger in silence
- Acknowledge the person
- Clarify the situation
- Solve problems and resolve conflicts according to the procedures provided
- Meet or exceed the needs of customers

### **When Interacting with Irate Customers:**

- Hear them out
- Express concern
- Apologize
- Calm the customer, if possible
- Keep it impersonal
- Use “I” instead of “You”
- Avoid giving orders
- Avoid causing defensiveness
- Take responsibility

## **HELPFUL HINTS FOR PARTICIPATING IN CUSTOMER CONTACT ROLE PLAY TESTS**

- Be yourself, but be ready to deal with many different kinds of people.  
Be flexible!
- Stay in your role during the role playing test. (Your assessors will stay in their roles too.)  
Pretend you really are a Verizon employee providing customer service.
- If you are missing materials, ask the administrator.  
The administrator is there to help you.
- Expect it to feel a little artificial - that's what a role playing test is all about.  
Play along!
- Don't try to figure out the perfect answer - there is often no single "correct" answer. Remember, no one thing you do will cause failure. The assessors are looking for a varied range of behaviors.
- Read the background materials carefully. Use the information in the materials you are given.  
These materials contain the information you need.
- Keep the materials you are given organized so they will be easy to use.  
Know what you have and where you have it!
- If at any point you believe you've messed up, there is no point worrying about it. One error is not automatically going to disqualify you. You need to focus on the rest of the role-playing test, so just move on.  
Don't dwell on errors.
- Be aware of the time. The exercises are timed, so you should use your time wisely. Remember, you are responsible for managing your time.  
Don't rush, but don't waste time.
- Speak clearly and naturally. Make sure the other person is understanding everything you say.  
The assessors are looking for good communication skills.
- Step back when you can to monitor yourself. Ask yourself how you're doing and if you need to make adjustments.

## OPENING STATEMENT AND STRATEGY TIPS

### Opening Statement:

**State your name and the name of the company (Verizon) using the following format:**

“Good morning, this is \_\_\_\_\_ of Verizon. How may I help you?”

**Obtain a customer’s name and phone number using the following format:**

“May I have your name and phone number please?”

### Remember these Strategies:

- Be courteous.
- Sell products and services.
- Calm the customer, if necessary.
- Do not linger in silence.

### Service Steps:

- Acknowledge the person.
- Clarify the situation.
- Solve problems and resolve conflicts.
- Meet or exceed the needs of customers.

### Taking the Heat from Irate Customers:

- Hear them out.
- Empathize.
- Apologize.
- Take responsibility for action.

## **HELPFUL HINTS IN PREPARATION FOR CUSTOMER CONTACT ROLE PLAY TEST**

- Get a good night's sleep.  
You want to be alert and well rested.
- Know when and where you are expected to arrive.  
Be sure you have the full address, and the correct time for the test.
- Know how to get where you are going.  
Write down the best method of transportation and the route to take.
- Know where you are going.  
Verify the directions to the test center before leaving.
- Plan to arrive early.  
Don't take chances on train problems, traffic, or other unexpected bad luck.
- Plan what you will eat/drink beforehand.  
Most people don't do well on a really empty stomach. Avoid drinking too many caffeinated beverages since they may increase nervous feelings.
- Find out about the job in advance.  
This will give you some time to think about the problems and challenges.
- Remember - there is nothing to memorize.  
All the materials you need will be provided.
- Remember - worrying won't help, so try not to worry!  
Try to relax!