



TEST RESULTS

SKASUK

Customer Service & Orientation Scales

Client

Ms. Stoica Ioana

Date of testing

3/25/2014

SCHUHFRIED

passion for psychology

1 Introduction

Ms. Ioana Stoica completed testing with the SKASUK (Customer Service and Orientation Scales) test on 3/25/2014. The test took 2 minutes to complete.

Customer and service orientation describes a person's ability to initiate and pursue work-related contacts with internal or external customers, principals and clients.

In the SKASUK test, a person's customer and service orientation is described with 8 scales that cover the competencies (components of skills) and motivational factors (components of desire). The four scales *Extraversion*, *Empathy*, *Self-monitoring* and *Frustration tolerance* measure skills that are an important requirement for customer-oriented behavior. The remaining four scales, *Striving for social acceptance*, *Achievement motivation*, *Motivation to help* and *Dominance*, assess different aspects of motivation.

Testing enables a person's characteristics to be compared objectively and fairly with those of other persons. However, when interpreting the test results it should always be borne in mind that a self-description is involved, and that a person's performance depends in part on how he or she feels on the day and on other influences; the results are therefore subject to a certain margin of fluctuation.

2 Interpretation of the norm scores

The candidate's results in the individual areas are quoted in percentile ranks (PR). The percentile rank indicates what percentage of a particular comparison group achieved the same or a lower score on the scale in question. The comparison group is a representative sample of the general population.

For example, a percentile rank of PR=70 means that 70% of respondents from the representative norm sample achieve this score or a lower one on this scale, and 30% achieve a higher score.

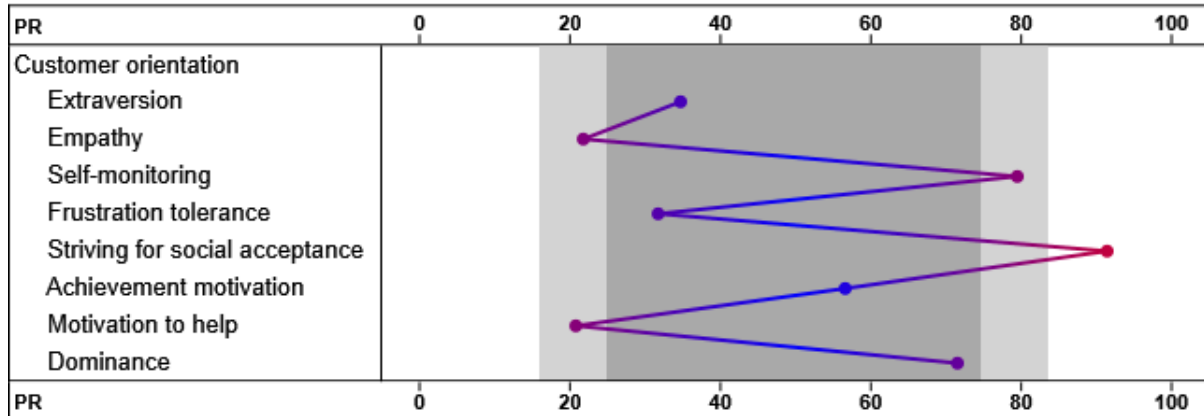
- A **percentile rank of 24 or less** indicates a **below-average** level of the trait in comparison with the representative norm sample.
- A **percentile rank of 25 – 75** reflects an **average** level of the trait in comparison with the representative norm sample.
- A **percentile rank of 76 or more** indicates an **above-average** level of the trait in comparison with the representative norm sample.

3 Results profile

The profile serves mainly to provide a quick summary of the candidate's test results. It can also be used to identify personal strengths and areas for development.

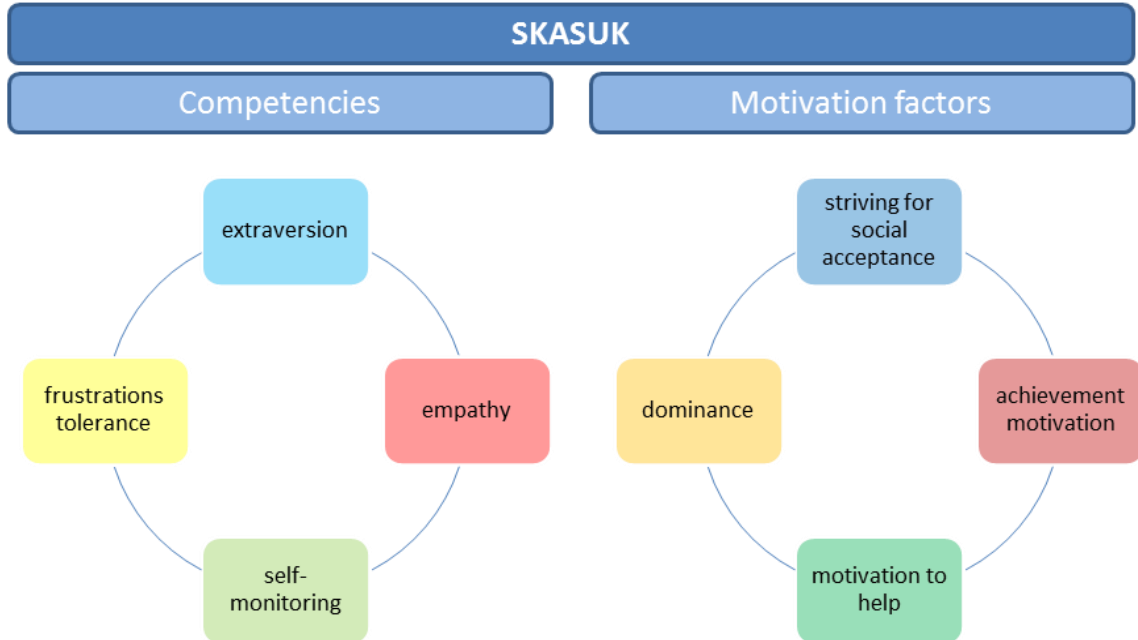
The part of the profile that is shaded gray is the average range. Scores in the white area to the left are below average; those in the white area to the right are above average. The candidate's result in each area is shown by a dot.

Profile - Norm sample, representative:



4 Interpretation of the individual results

The scales for the SKASUK test are separated into competencies and motivational factors.



Competencies

The following scales are used in the area of competencies:

- extraversion
- empathy
- self-monitoring
- frustration tolerance



Extraversion

The **Extraversion** scale measures the extent to which someone describes him- or herself as talkative, outgoing, dynamic and adventurous.

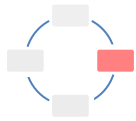
For example:

People with a high score on this variable tend to be talkative, sociable and self-confident in dealing with others. They like people and feel comfortable in a group. They prefer activities that involve plenty of contact with people, e.g., in customer service, delivery services, or client care.

People with a low score are more likely to be shy and reticent in dealing with others. Such people tend to prefer back-office activities with little contact with people (customers, suppliers, clients).

Result:

Ms Stoica obtained a **percentile rank of 35**. She describes herself as having **average extroversion**.



Empathy

The **Empathy** scale measures the extent to which someone describes him- or herself as sensitive, empathetic and emotionally aware.

For example:

Empathy describes a person's ability to put him- or herself in another person's shoes, to understand other people's various feelings, and to distinguish between them. People with a low score may tend to have difficulty understanding the wishes and feelings of clients and customers and responding to them appropriately.

Result:

Ms Stoica obtained a **percentile rank of 22**. She describes herself as having **below average empathy**.



Self-monitoring

The **Self-monitoring** scale describes people's need to monitor the way they express themselves in social situations so that they can deliberately influence their impact on other people.

For example:

For persons with a high level of this competency, the behavior of others is a key stimulus for controlling their own behavior. These people tend to be characterized as particularly sensitive to other people's manner and mode of expression in social situations. By contrast, people with a relatively low score remain true to themselves in a wide range of situations.

Result:

Ms Stoica obtained a **percentile rank of 80**. She consequently characterizes her need for self-monitoring as **above average**.



Frustration tolerance

The **Frustration tolerance** scale describes the extent to which someone sees him- or herself as good at coping with setbacks.

For example:

Frustration tolerance is particularly relevant in dealing with customers, since setbacks can frequently occur in the form of dissatisfied customers or unsuccessful sales talks. The higher

Result:

Ms Stoica obtained a **percentile rank of 32**. She indicates an **average ability to deal with setbacks**.

Motivation factors

The following scales are used in the area of motivational factors:

- striving for social acceptance
- achievement motivation
- motivation to help
- dominance



Striving for social acceptance

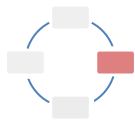
The scale **Striving for social acceptance** describes a person's striving for social status and recognition.

For example:

The higher the percentile rank, the more important it is for the person to feel recognized socially and to behave in a socially adapted way. However, too high a level of this trait can cause difficulties in dealing with customers: if a person behaves only in a socially desirable and adapted way, he or she will find it difficult to represent the company's interests appropriately.

Result:

Ms Stoica obtained a **percentile rank of 92**. She indicates an **above average degree of striving for social acceptance**.



Achievement motivation

The **Achievement motivation** scale describes the extent to which an individual sees him- or herself as ambitious, determined, and willing to make an effort.

For example:

People with a high score on this variable describe themselves as relatively ambitious, committed, goal-directed and willing to make an effort. Such people have high expectations of themselves and try hard to perform particularly well. They are willing to take on work in order to achieve their (often ambitious) goals.

In itself a high score is desirable. However, too high a score can have an unfavorable impact on work habits. For example, if a department manager has equally high expectations of others - which not everyone will be able to fulfill - this may result in people being overstretched; this can give rise to financial losses for the company as a consequence of errors, absence and sickness.

Result:

Ms Stoica obtained a **percentile rank of 57**. She describes herself as having **average achievement motivation**.

**Motivation to help**

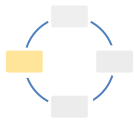
The scale **Motivation to help** measures the extent to which someone describes him- or herself as helpful, selfless and accommodating.

For example:

People with a very low a score will have fundamental problems in dealing appropriately with customer wishes. On the other hand, people with too high a score may give lower priority to their own needs than to those of clients, ultimately harming themselves (and hence also the company). This often occurs, for example, in helping professions, in which burnout symptoms are relatively common.

Result:

Ms Stoica obtained a **percentile rank of 21**. She describes herself as having **below average desire to be helpful, selfless and accommodating**.

**Dominance**

The **Dominance** scale describes the extent to which a person describes him- or herself as assertive, forceful and motivated by power.

For example:

People with a pronounced level of dominance prefer to assume the role of leader, since they like to set the tone in a group or assert their views.

People with a low score have relatively little inclination to exert control or direct others. Such people are likely to prefer activities that involve, for example, working in groups or following instructions.

In many areas of activity a certain level of dominance is useful. However, too high a level can mean that the individual always attempts to assert his or her will, even though this may not always be appropriate.

Result:

Ms Stoica obtained a **percentile rank of 72**. She describes herself as having **average level of dominance**.

5 Summary of strengths and areas for development

The test results show the following strengths (above average results) and areas for development (below average results) for Ms Stoica:

| Strengths | Areas for development |
|---|-----------------------------------|
| self-monitoring striving for social acceptance | empathy Motivation to help |

The strengths and areas of development for Ms Stoica are based on a comparison with a representative norm sample and are not specific for a position or your organization. It is recommended that the results be used in combination with additional information about Ms. Stoica, such as that from an interview.