

Candidate: **Betty Penske**
Assessment: Workplace Simulation - Call Center Sales
Completed: December 1, 2020
Prepared for: Susan Bookman



Test Results and Interview Guide

The Workplace Simulation - Call Center Sales assessment measures key factors related to high performance and tenure in this job. Attribute types measured include cognitive ability, skills, knowledge, personality characteristics, emotional intelligence, and past behavioral history. This report includes a one page summary, followed by detailed results with an embedded interview guide. Note that these results should always be used as a part of a balanced candidate selection process that includes independent evaluation steps, such as interviews and reference checks.

Overall

Candidate	Score	Interpretation
Betty Penske bettypenske@yourcompany.org Workplace Simulation - Call Center Sales December 1, 2020 Summary: Moderate to High Performance Potential	78	

Key

- ▼ Candidate Score
- Higher Risk
- Lower Risk
- Custom Baseline (Optional)

Competency Summary

Competency	Score	Interpretation
Cognitive Abilities (relates to job performance, problem-solving, ability to learn, etc.)		
Attention to Detail	68	
Following Policies and Procedures	78	
Skills/Knowledge (relates to immediate readiness)		
Phone Selling	88	

Comparison

Percentile scores indicate how the candidate compares to other test-takers within various groups. The candidate scored equal to or better than the fraction of test-takers indicated by the percentile.

Test-Taker Group	Percentile	0	10	20	30	40	50	60	70	80	90	100	
Global	78th												
United States	64th												
HR Avatar Data	72nd												

Assessment Overview

This assessment provides scores for a number of important factors and competencies that are related to success on the job. Scores are presented based on their potential impact on job performance.

Scores are presented individually on a scale of 0-100. In most cases, including the overall score, higher scores represent higher expected job performance. However, for some competencies, either extreme low or extreme high scores indicate a risk of lower performance. Refer to the interpretation section of each competency for additional information.

Individual competency scores are also combined into a single overall score. Please note that individual competencies are weighted differently, depending on their type, and on fine adjustments based on data from the US Government's Occupational Data Network (O*Net).

Each competency measured includes one or more suggested interview questions, in an easy-to-use format. These questions should be used for additional probing, especially when the score shows an area of relative weakness.

Some of the competencies measured evaluate preferences for doing (or not doing) specific activities. Scores for these competencies can be used to evaluate job-fit.







We wish to emphasize that the data contained in this report should be used as part of a comprehensive process for evaluating job candidates. Additional data should include in-person interviews, job tryouts, resume review, and background checks.


Detail

Candidate: **Betty Penske**, bettypenske@yourcompany.org
 Assessment: Workplace Simulation - Call Center Sales
 Authorized: December 1, 2020, by Susan Bookman, HR Avatar Data Collection Account, sue.bookman@richardson.biz
 Started: December 1, 2020 at 3:54:10 AM EST
 Completed: December 1, 2020 at 3:54:10 AM EST
 Overall Score: 78

Cognitive Abilities Detail


This section contains a list of job-related cognitive abilities that have been evaluated in a job-like context using HR Avatar's simulation technology. Studies have demonstrated that cognitive abilities are highly correlated with job performance for many jobs. Abilities also correlate with problem-solving and the ability to learn quickly.

Detail	Interview Guide
<p>Attention to Detail Score: 68</p>  <p><i>Description:</i> This scale represents thoroughness, accuracy, and being concerned for all areas involved no matter how insignificant. Individuals who demonstrate high Attention to Detail produce work products that are consistently accurate and require little checking. They rarely forget schedule commitments or overlook even the smallest details.</p> <p><i>Interpretation:</i> Strong scores in this area correlate with above average performance for many jobs.</p> <p>Usually able to achieve a high degree of thoroughness and accuracy in a work task. Concerned for most areas involved. Requires only occasional oversight and checking.</p>	<p>Give me an example of a time you discovered an error that had been overlooked by either you or someone you were working with. What did you do? What was the outcome?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  1 Unclear or careless example. Can't describe what was overlooked. No action. </div> <div style="text-align: center;">  2 Moderately clear example. Some concern for details. Direct but passive action. </div> <div style="text-align: center;">  3 Very detailed. Concern for all relevant components. Clear, proactive actions. </div> <div style="text-align: center;">  4 </div> <div style="text-align: center;">  5 </div> </div>

Detail	Interview Guide
<p>Following Policies and Procedures Score: 78</p>  <p><i>Description:</i> This scale evaluates the candidates ability to learn and apply operating procedures and policies in the course of daily work.</p> <p><i>Interpretation:</i> Strong scores in this area correlate with above average performance for many jobs.</p> <p>Usually able to achieve a high degree of thoroughness and accuracy in a work task. Concerned for most areas involved. Requires only occasional oversight and checking.</p>	<p>Give me an example of a time you discovered an error that had been overlooked by either you or someone you were working with. What did you do? What was the outcome?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">★ 1 Unclear or careless example. Can't describe what was overlooked. No action.</div> <div style="text-align: center;">★ 2 Moderately clear example. Some concern for details. Direct but passive action.</div> <div style="text-align: center;">★ 3 Very detailed. Concern for all relevant components. Clear, proactive actions.</div> <div style="text-align: center;">★ 4</div> <div style="text-align: center;">★ 5</div> </div>

Knowledge and Skills Detail

This section contains a list of job-related knowledge areas and skills that have been evaluated. Low scores in these areas often indicate that additional learning may be required before top performance can be achieved.

Detail	Interview Guide
<p>Phone Selling Score: 88</p>  <p><i>Description:</i> Develops trusting and empathetic relationships with customers quickly over the phone. Understands and practices basic interrogative selling principles and techniques.</p> <p><i>Interpretation:</i> Candidate should achieve superior job performance in this area with little or no training.</p> <p>This person's responses reflect strengths in building trusting relationships with customers remotely, and exercising solid interrogative selling techniques including questioning, qualifying, and closing. Likely to succeed in a call center or inside sales position with only light supervision.</p>	<p>As you know, it can be difficult to keep customers happy and accomplish your objectives at the same time. Can you think of a time when you had to encourage a customer to do something they didn't want to do and you still managed to keep them happy?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">★ 1 Did not demonstrate empathy or encourage positive action.</div> <div style="text-align: center;">★ 2 Encouraged action but did not empathize.</div> <div style="text-align: center;">★ 3 Demonstrated both empathy and assertiveness to work with customer.</div> <div style="text-align: center;">★ 4</div> <div style="text-align: center;">★ 5</div> </div>

Identity Confirmation Photos

During the assessment the candidate was asked to photograph himself or herself for identity confirmation purposes. These photos and any analysis conducted are provided below.

Photo Analysis Results

- Risk:	Medium risk of cheating based on image inconsistencies
- Valid Images Captured:	5
- Images used for Facial Comparison:	4
- Image Timeouts (no image captured):	1
- Unannounced Images Captured:	2
- Facial Comparison Average Match:	99%
- Matches:	6 strong vs 0 weak matches
- Detected Emotions:	Calm, Happy



Candidate Image Capture
April 19, 2018 8:40:25 AM BNT



Candidate ID Card
April 19, 2018 8:42:45 AM BNT



Un-announced Candidate Image Capture
April 19, 2018 8:44:27 AM BNT



Un-announced Candidate Image Capture
April 19, 2018 8:45:24 AM BNT



Candidate Image Capture
April 19, 2018 8:46:42 AM BNT
Timeout

Report Preparation Notes

- Hiring decisions should never be based on a single source of information. The most effective use of this assessment report is as a part of a multi-faceted program of candidate evaluation that includes resume review, interviews, and reference checks.
- Overall vs Percentiles Scores: The overall score reflects the success in the test, based on the mean (average) and standard deviation of the test scores. The percentile score reflects the percentage of test-takers who scored equal or below this overall score. We recommend you use the Overall Score as your primary evaluation criteria. However, percentile scores can often be useful in comparing specific candidates against one another and with a group, such as for test takers in a certain organization or within a certain account.
- Note that comparison information is calculated based on completed instances of this assessment at that time the assessment is scored. As additional instances are completed, the comparative data may change. You can always update a report to the current values by clicking on "Recalculate Percentiles" within the online results viewing pages at www.hravatar.com.
- Most competency scores are norm-based, which means that they can be interpreted in terms of their distance from the average or mean score. For all scales, a score equal to the mean receives a score of 65 and scores above and below this value are set so that a score change of 15 equals one standard deviation.
- For linear competencies, higher is better across the entire scale. For these scales a score between 65 and 80 (light green) represents 0 to 1 standard deviation above the mean and a score above 80 (dark green) represents more than one standard deviation above the mean. Similarly, a score of 50 - 65 (yellow) represents 0 to 1 standard deviation below the mean, while a score of 35 - 50 (orange) equates to 1 to 2 standard deviations below the mean, and a score below 35 represents more than 2 standard deviations below the mean.
- For non-linear competencies, scores in the middle are more desirable. For these scales a score between 50 and 80 (dark green) represents scores that are within 1 standard deviation of the mean, scores between 80 and 95 and scores between 35 and 50 (yellow) represent scores that are 1 to 2 standard deviations above or below the mean, and scores above 95 or below 35 (red) represent scores that are more than 2 standard deviations above or below the mean.
- Sim ID: 7323-1, Key: 0-0, Rpt: 13, Prd: 2959, Created: 2020-12-01 08:54 GMT
- UA: Mozilla/5.0 (Windows NT 6.3; Trident/7.0; Touch; rv:11.0) like Gecko

Score Calculation Detail

The following table provides a summary of how the overall score was calculated from the individual competency scores. Competency scores are calculated on a 0-100 scale by first calculating a Z statistic based on test-taker responses and then transforming the Z value to a scale with target mean and standard deviation. Certain competencies have a normal score distribution where it is best to be closest to the mean. For these competencies we modify the Z statistic by multiplying its absolute value by minus 1 for the overall score calculation. Next, to calculate the overall score, a weighted average of all modified competency Z statistics is computed and this weighted average is itself transformed to a Z statistic, which is then transformed to a score with the same target mean and standard deviation. Finally outlier scores are adjusted if they are below 0 or above 100.

Competency	Score	How applied to overall	Score Value Used	Weight (%)
Attention to Detail	68.3283	Z-Statistic	0.2219	33.3333
Following Policies and Procedures	78.7255	Z-Statistic	0.9150	33.3333
Phone Selling	88.2422	Z-Statistic	1.5495	33.3333
Weighted Average of Competency Z-Scores:				0.8955
Mean applied to Raw Weighted Avg:				0.0000
Standard Deviation applied to Raw Weighted Avg:				1.0000
Normalized Raw Score:				0.8955
Mean:				65.0000
Standard Deviation Used:				15.0000
Final Overall Score:				78.4320

Notes

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