



Customer service can make or break a business and plays an integral role in customer retention. It's critical to ensure that the right people are hired to perform customer service duties. The Customer Service Aptitude Profile™ (CS AP™) provides insight into the competencies that are critical to success in customer service roles.

The Customer Service Aptitude Profile measures behavioral traits that are associated with top performance. Combining decades

of research into the predictors of customer service performance with data examining the difference between customer service professionals and the general population, the CS AP contains many scales that relate to performance for a range of customer service positions. Thus, the CS AP can help organizations to identify the best people for their customer service roles while also helping individuals to reach their customer service potential.

When used as part of a comprehensive selection process, the CS AP can help minimize the cost of training resources and lost customers associated with poor hiring decisions. When used in the context of development, the CS AP can help identify strengths and weaknesses in terms of customer service-related characteristics. Consequently, an individual can learn how to leverage their strengths and work on their development areas in order to succeed in a customer service role.

The CS AP consists of 65 items using a 6-point response scale. It takes approximately 10–15 minutes to complete the CS AP, but there are no imposed time limits. The assessment is suitable for individuals 18 years of age and older. The CS AP has excellent psychometric properties, with evidence for strong reliability, validity, and fairness. These properties allow users to be confident in the use of the CS AP for many customer service-based personnel decisions, including selection, promotion, training, and development.



LEARN MORE



Tel: USA 1.800.456.3003
CAN 1.800.268.6011
INTL 1.416.492.2627

Website: MHS.com
Email: CustomerService@mhs.com