



# REPeValuator<sup>®</sup>

The Future of Call Center Simulations:  
A Validation, Reactions, and Return on Investment Study

July 2018

# A Look at the Current Call Center Landscape

## ▶ The State of Customer Service



### Too Many Unanswered Questions



According to consumers, customer service **agents failed to answer** their questions **50 percent of the time.**<sup>1</sup>

### Speed is Paramount



# 82%

say that getting their issue **resolved quickly** is the **number 1 factor** to a great customer experience.<sup>4</sup>

### Poor Experiences Outweigh the Good



Americans tell an average of **nine** people about **good experiences** and tell **sixteen** about **poor experiences.**<sup>2</sup>



**Twelve positive** experiences are needed to make up for **one unresolved negative** experience.<sup>3</sup>

### The Value of Service



# 78%

of customers have **bailed on a transaction** because of poor service.<sup>5</sup>

## ▶ ROI on Quality Hires



### Fast Resolution = Profits



A 1% improvement in **first call resolution** yields an average of **\$276,000 in annual operational savings.**<sup>7</sup>

### Turnover is Costly



# 26%

of agents are **replaced** by their call centers, **annually.**<sup>9</sup>

# \$8,800+

is the average cost to **fill an opening.**<sup>11</sup>

### Time to Train



It takes **21 weeks** to reach **proficiency** in the role.<sup>6</sup>

### Setting the Bar High



Companies focused on providing a **superior experience** realized a **10-15% increase** in revenue.<sup>8</sup>



# +10%

**absenteeism** in call centers on a daily basis.<sup>10</sup>

# #1

reason for **leaving** call center roles is **poor job fit.**<sup>12</sup>

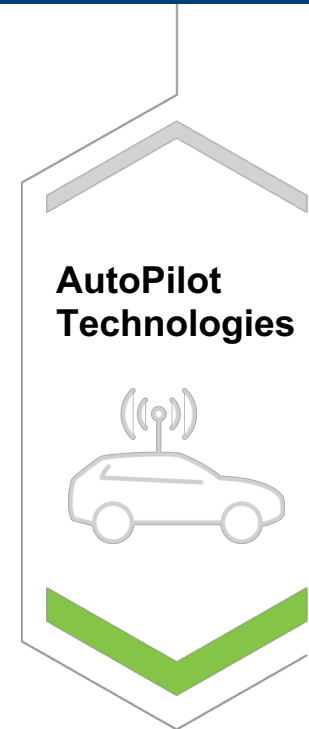
# The REPeValuator<sup>®</sup> Simulation

REPeValuator<sup>®</sup> is a call center simulation backed by decades of data.

## REPeValuator<sup>®</sup>



Candidates step into the role of Customer Service Representative for **AutoPilot Technologies**, a futuristic driverless car systems company. Assess candidates' abilities in as little as 30 minutes, as they handle multiple, rich simulated customer interactions.



# Competencies

## Four Customer Interactions:

Two Chat-based

Two Voice-based

## Six Critical Competencies:

- **Managing customer relationships**
- **Providing accurate information**
- **Managing call time**
- **Typing speed and accuracy**
- **Multi-tasking**
- **Sales orientation**



# Sample Voice Event

## Customer Information ?

First Name	Last Name
Address	
City	Zip Code
Phone	E-mail

Submit

## Notification ?

## Reference Content ?

Product Information

Procedures

Authorized Service Centers

Customer Order Information

### Products for Personal use:

Highway Express Package

Urban Wings Package

### Products for Business Use:

Elite Fleet Package

### New Products:

Two-Year Extended Warranty

## Urban Wings Package

### Products:

**Dashboard Navigation Controller:** The dashboard navigation controller is installed in each vehicle and communicates with AutoPilot Technologies' advanced satellite technology. It offers a user-friendly interface that allows for searching, entering, and saving destination information. Advanced features include fingerprint activation, sophisticated theft protection, as well as intelligent traffic avoidance options.

**Enhanced Personal Pilot Hardware+:** The camera and chip hardware have the same capabilities as the Personal Pilot Hardware, but can also sense and respond to light changes, traffic signs, pedestrians, and other more complex elements of urban driving.

### Services:

In addition to the **Emergency Assistance** and **AutoPilot Highway Driving** included in the Highway Express Package, the Urban Wings Package offers:

**AutoPilot City Driving:** The Personal Pilot Chip will drive the customer's vehicle for them in any city in the United States. The driver can override the AutoPilot City Driving at any time.

**AutoValet Parking:** Based on the customer's

## Audio Content ?



PAUSE



PLEASE REPEAT

What would you like to know about the Urban Wings Package, Ms. Bruno?

The Urban Wings Package has many benefits, Ms. Bruno. What features of the system interest you most?

The Urban Wings Package has many features and benefits. Where would you like me to start?

I can do that. Do you have a specific question you'd like to ask?

# Sample Chat Event

### Customer Information ?

First Name  Last Name

Address

City   Zip Code

Phone  E-mail

### Notification ?

### Reference Content ?

[Product Information](#) [Procedures](#) [Authorized Service Centers](#) [Customer Order Information](#)

**Products for Personal use:**

- Highway Express Package
- Urban Wings Package

**Products for Business Use:**

- Elite Fleet Package

**New Products:**

- Two-Year Extended Warranty

### Highway Express Package

**Products:**

**Dashboard Navigation Controller:** The dashboard navigation controller is installed in each vehicle and communicates with AutoPilot Technologies' advanced satellite technology. It offers a user-friendly interface that allows for searching, entering, and saving destination information. Advanced features include fingerprint activation, sophisticated theft protection, as well as intelligent traffic avoidance options.

**Personal Pilot Hardware:** The Personal Pilot Hardware includes a chip installed in the trunk of each vehicle, as well as front and rear exterior cameras. These devices communicate with the Dashboard Navigation Controller and are incredibly sensitive to the car's surroundings including weather elements, physical objects, and government regulated speed limits.

**Services:**

**AutoPilot Highway Driving:** The AutoPilot Technologies system will drive the customer's vehicle for them on any highway road in the United States. The system automatically activates when on the highway.

**Emergency Assistance:** The Dashboard Navigation Controller automatically notifies AutoPilot Technologies of suspected malfunction, collision, or break-down. Crash assistance will also alert the vehicle's emergency services.

### Audio Content ?

PAUSE

*Chat Log Window*

gives you the features you use, but not the features you don't use. Plus, the price is less than you are paying now.

This package sounds like the way to go. How do I change my service?

That's great, Mr. McCluskey. Customers don't always know that we have cheaper options available. I can make this change to your service whenever you are ready.


Okay, let's go ahead and process the service change. I'd like to go to the Highway Express Package.

Certainly! Can you please wait one moment while I process the change? I will return with your confirmation number.

Certainly! Wait for your confirmation number. It'll just take me a second.

Of course! Just let me get a confirmation number for you. Can you wait?

All right, I'll do that! Please wait while I process the change for you.





# Sample Data Entry Event

### Customer Information ?

First Name	Last Name	
Address		
City	<input type="text"/>	Zip Code
Phone	E-mail	

**Submit**

### Notification ? !

### Reference Content ?

<i>Product Information</i>	<i>Procedures</i>	<i>Authorized Service Centers</i>	<i>Customer Order Information</i>
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#### Reference Section – Main Start Page

The Reference Section contains information on AutoPilot Technologies products, procedures, service centers, and customer account records. This section will be available to you throughout the simulation and will provide you with the information you need to help AutoPilot Technologies customers.

### Audio Content ?

PLEASE REPEAT

# Distractor Event

### Customer Information ?

First Name  Last Name

Address

City   Zip Code

Phone  E-mail

### Notification ? !

The customer is...

- Pleased
- Interested
- Skeptical

### Reference Content ?

*Product Information* | *Procedures* | *Authorized Service Centers* | *Customer Order Information*

**Products for Personal use:**

- Highway Express Package
- Urban Wings Package >

**Products for Business Use:**

- Elite Fleet Package

**New Products:**

- Two-Year Extended Warranty

#### Urban Wings Package

*Products:*

**Dashboard Navigation Controller:** The dashboard navigation controller is installed in each vehicle and communicates with AutoPilot Technologies' advanced satellite technology. It offers a user-friendly interface that allows for searching, entering, and saving destination information. Advanced features include fingerprint activation, sophisticated theft protection, as well as intelligent traffic avoidance options.

**Enhanced Personal Pilot Hardware+:** The camera and chip hardware have the same capabilities as the Personal Pilot Hardware, but can also sense and respond to light changes, traffic signs, pedestrians, and other more complex elements of urban driving.

*Services:*

In addition to the **Emergency Assistance** and **AutoPilot Highway Driving** included in the Highway Express Package, the Urban Wings Package offers:

**AutoPilot City Driving:** The Personal Pilot Chip will drive the customer's vehicle for them in any city in the United States. The driver can override the AutoPilot City Driving at any time.

**AutoValet Parking:** Based on the customer's destination, the system can automatically park the


### Audio Content ? PAUSE PLEASE REPEAT

That's absolutely right. AutoPilot Systems drives our customer's vehicles using the most advanced technologies including a control tracker, which is installed on the dashboard of your vehicle, for your convenience.

That's absolutely right. A chip is installed on the dashboard of a customer's vehicle, along with front and rear exterior cameras which combine to automatically drive your vehicle.

That's absolutely right. We would install a Dashboard Navigation Controller and Enhanced Personal Pilot Hardware, which use advanced satellite technology to automatically drive your vehicle.

That's absolutely right. You will get a dashboard navigation controller, which uses advanced satellite technology to automatically drive your vehicle.





## Purpose & Study Overviews

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**Purpose:** Provide validation evidence to support effectiveness of the new version of this tool

Study	Type	Sample Size	Description
Study 1	Content Validation	6	Included participants who were familiar with contact center representative roles from three organizations within the Insurance industry
Study 2	Psychometric Properties/ Criterion Validation/ Candidate Feedback	63	Included contact center representatives from five organizations within the Insurance industry
Study 3	Psychometric Properties/ Candidate Feedback	177	Data collected from Mechanical Turk
Study 4	Adverse Impact Analysis	574	Data collected from Mechanical Turk

## Reliability & Subgroup Differences

REPeValuator Scale	Coefficient Alpha
Managing Customer Relationships	0.56
Providing Accurate Information	0.75
Sales Orientation	0.58
Typing Speed & Accuracy	0.77
Managing Call Time	0.83
Multi-tasking	0.84

*Note.* Scales are multi-dimensional in nature, and true reliability is likely to be somewhat underestimated.

Subgroup Comparisons	Effect Size (Cohen's d)
Female   Male	-0.08
Minority   Non-minority	-0.20
40 and over   Under 40 years of age	-0.52



**Six customer service SMEs across three organizations provided ratings on:**

- ▶ Competency importance
- ▶ Appropriateness of difficulty level
- ▶ Job-relatedness of content

**Results supported competency importance, and similarity and relevance of simulation to customer contact positions.**



## Criterion Validity

- ▶ Concurrent design
- ▶ REPeValuator performance and supervisor ratings
- ▶ Results support relationship between REPeValuator and job performance

## Validity Coefficients

Scale	Performance Area					
	Focusing On Customers	Resolving Customer Issues	Maintaining Composure	Handling Calls Efficiently	Overall Performance Composite	Advancement Potential
Providing Accurate Information	.46**	.43**	.45**	.41**	.49**	.26*
Managing Customer Relationships	.09	.13	.30*	.26*	.21	-.03
Customer Service Orientation	.36**	.39**	.44**	.43**	.45**	.14
Sales Orientation	.26*	.32*	.17	.28*	.29*	.32*
Multi-tasking	-.23	-.16	-.27*	-.11	-.21	-.08
Typing Speed & Accuracy	.63**	.36*	.49**	.34*	.53**	.23*
Managing Call Time	-.09	.01	-.12	-.14	-.10	-.12
Overall Score	.47**	.38**	.44**	.38**	.48**	.25*

Notes: Conducted one-tailed test; N=42-44; \*p<.05; \*\*p<.01; expect negative validities between multi-tasking and managing call time

# Return on Investment

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**Callbacks or  
Complaints**

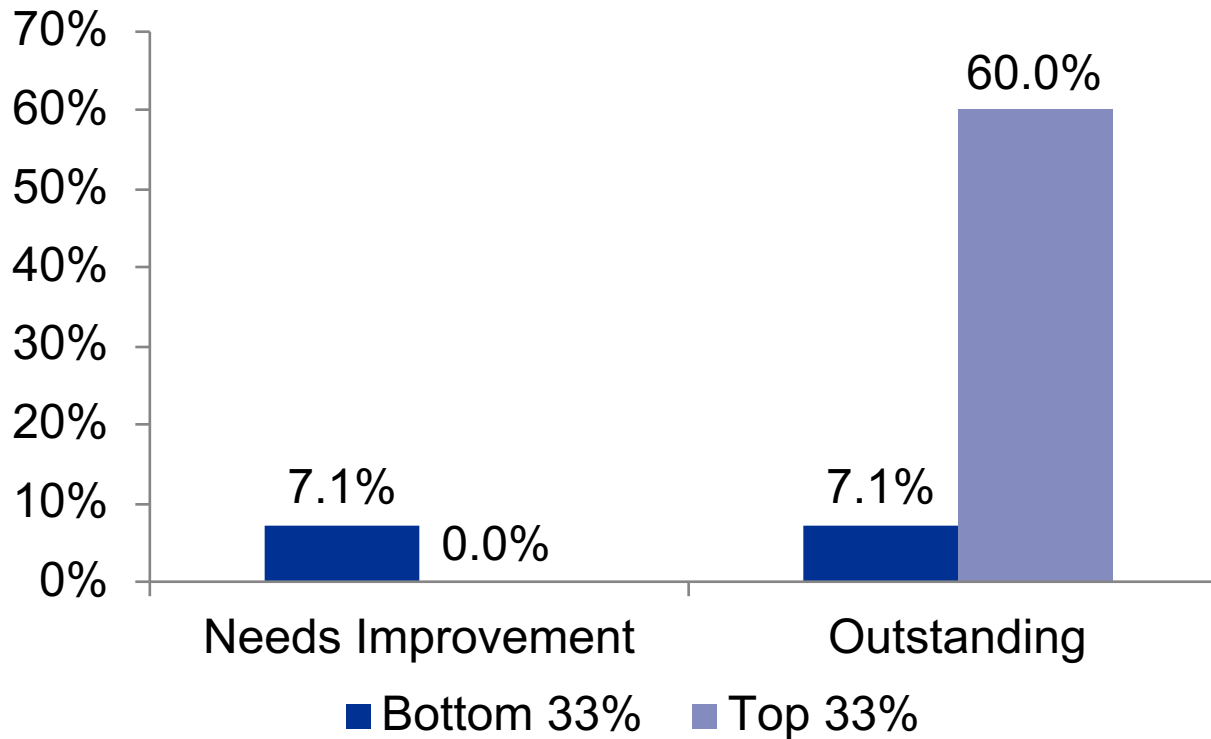
**Customer  
Focus**



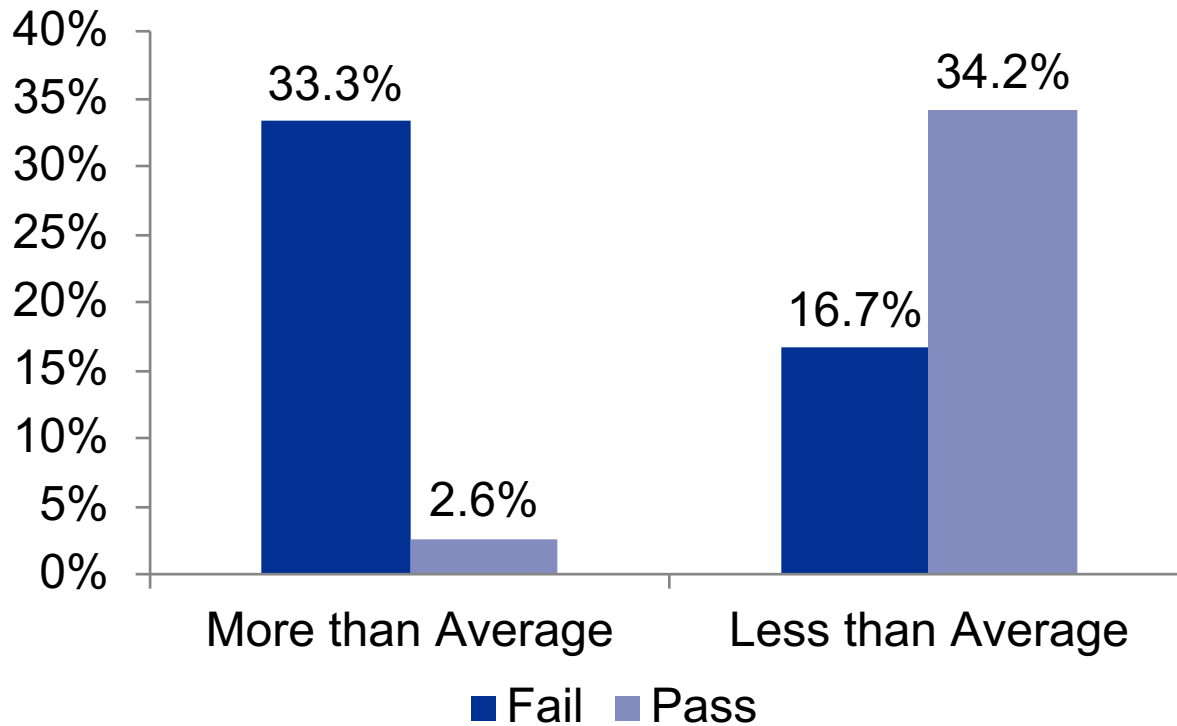
**Maintaining Composure**



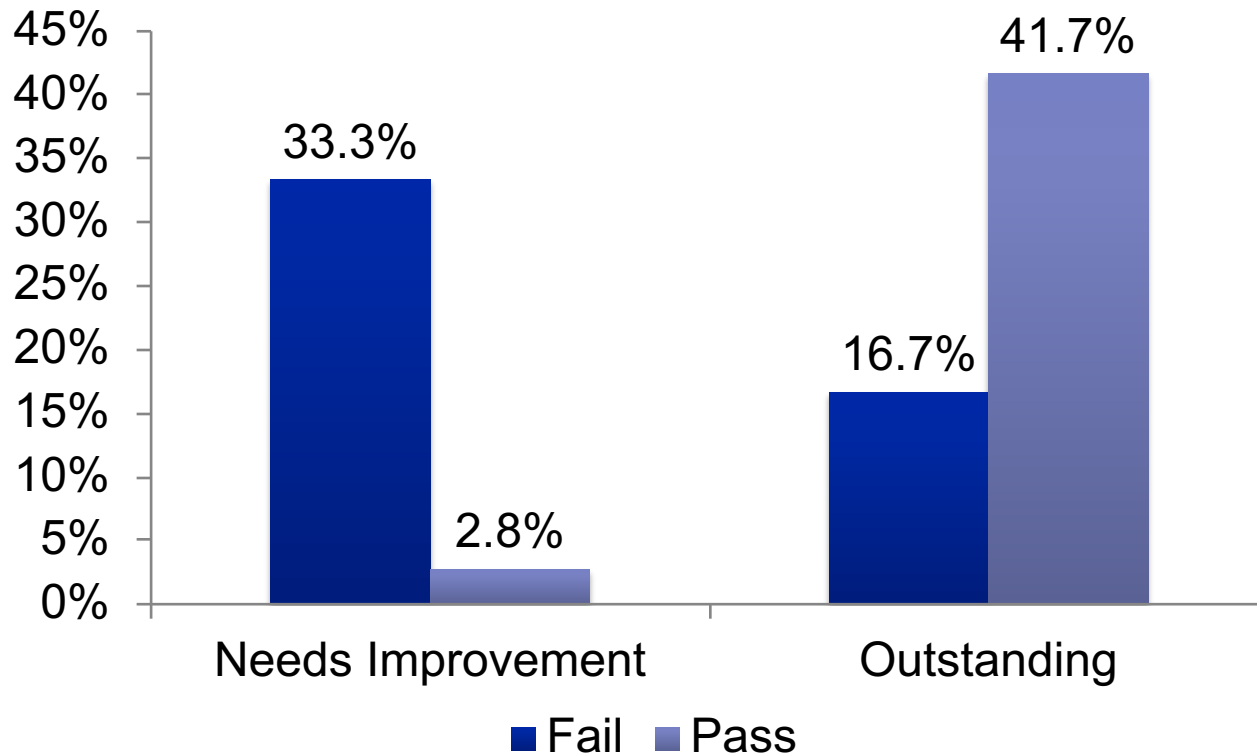
## Customer Focus



## Frequency of Callbacks or Complaints



## Maintaining Composure



# Conclusions

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**Employee  
Selection**

**Training  
Diagnostic**

**Certification  
Assessment**

*Realistic preview  
for candidates*

*Effective  
means to  
assess call  
center  
candidates*

*Engaging for  
user*