



Description of Test (DOT)

SMALL BUSINESS CALL CENTER INBOUND ROLE PLAYS

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This **DOT** is designed to help you prepare for the Small Business Call Center Inbound Role Plays. The information is being made available to you now so that you can review it at your own pace.

Overview of the Role Plays

Depending on the position to which you applied, you will be required to participate in one of the following role plays:

- Inbound
- Bilingual Inbound

During the role play, you will assume the role of a Small Business Sales and Service Consultant and interact over the phone with an individual who will be playing the role of your customer. The objective of the role play is to provide you with an opportunity to demonstrate how you would interact with customers on the job to achieve certain objectives. Prior to the role play, you will be given **15** minutes to review the information regarding the situation you will be addressing. This information will be provided to you by the role play administrator either on-site or electronically.

Once your 15-minute preparation period has concluded, the individual playing the role of the customer will phone you from another location. During the role play, another individual will be listening to the interaction between you and the customer. This individual will not interact with you during the role play, but will provide feedback at the conclusion of the role play. For the bilingual role play, both individuals will interact with you so that you will be able to demonstrate your ability to transition between both English and Spanish.

What the Role Plays Measure

Dimension	Definition
Resolving the Customer Service Issue	Addresses and resolves the customer issue, taking ownership of the situation.
Transitioning to the Sale	Moving the conversation from a customer service call to a <u>sales</u> focus.
Describing the Product/Service and Benefits	Highlighting the benefits and features of the product/service and how these will best fit the customer's needs. As part of this, you will need to use open-ended questions to determine what the customer's needs are.
Overcoming Objections	Addressing and re-framing any concerns that the customer has about the product/service.
Closing the Sale	Taking the initiative to finalize the sale with the customer.
Communicating with Impact	Dialoguing clearly with the customer while demonstrating active listening skills. <i>(For the Bilingual Version of this role play, this also includes being able to speak both English and Spanish, and to transition easily from one language to another.)</i>

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Frequently Asked Questions (FAQs)

Question	Response
What may I do to prepare for the role play?	You will be working with limited information for the role play. Do your best using the information you have. Please note that there is not any one “right” way to handle these situations. There are many ways to approach a situation - some are more effective than others. You will be evaluated on how effective your method is in addressing the situation. It might be helpful for you to find a partner with whom to role-play. Ask your partner to play the role of a customer who is not happy with his/her service. Practice your skills in resolving the issue and working with this customer to address his/her needs and to make a sale or retain the customer.
How is the role play administered?	The role play will either be administered over the phone. You will be presented with the role play information and given 15 minutes to prepare.
How much time is allowed for the role play?	The role play should last approximately 10 minutes. Please take the role play seriously as this information will be used as part of the selection decision-making process.
How is my score determined?	Your role play will be evaluated and scored on the criteria above by a two-member panel. Qualifying on the English role play does not mean that you have qualified on the Bilingual role play.
Will I receive feedback on my score?	Yes, the two-member panel will provide you with some feedback upon the conclusion of the role play. You may not be informed of your qualification status on site. Instead, you may receive a communication from our Applicant Tracking System (ATS) indicating your qualification status.
What happens if I don't achieve a Passing score?	You may attempt the role play again after six months.
What if I need an accommodation to take the role play?	CenturyLink provides accommodations in testing conditions to qualified applicants with disabilities during the administration of pre-employment screens, to the extent such accommodations are reasonable, consistent with the nature and purpose of the examination, and necessitated by the applicant's disability. CenturyLink's objective is to provide effective and necessary accommodations to qualified applicants as defined under the Americans with Disabilities Act, without substantially altering the nature of the screening process. Each applicant's request for test accommodations is evaluated on a case-by-case basis. If you think you need a test accommodation, please send an email to hr.testing@centurylink.com .

PLEASE NOTE: The purpose of this guide is to provide information which will assist all candidates in their performance during the Role Play. Your performance is determined by many things such as your education, experiences and skills.