

## Assessment Blueprint – Questionmark Retail Customer Care by TestGenius®

Status: Final

Date: 14<sup>th</sup> October 2020

Approved by: Questionmark

### General information

Purpose of assessment	To measure interpersonal competence in retail-related situations.
Level of skill	Entry level in retail
Target audience	Retail Salespersons (in-store only) Customer Service Representatives (in-store only) Low-level supervisory roles, e.g. key holder or shift supervisor
Limitations	The test is destined for customer-facing roles only (i.e. not relevant for online customer service).
Language	Test is presented in US written English.  Participants can be native English speakers or should have at least B2 level of English if not a native speaker.
Format	Online test presented in Questionmark software, automatically scored.
Accessibility	The test makes exclusive use of videoclips, which are an essential part of the assessment.
Time limit	30 minutes

Number of questions	Participant to be presented with 14 video situations and an additional one for practice. Each video is followed up by two questions asking the participant to identify the “most effective” and the “least effective” reactions to the situation depicted. Therefore a total of 28 questions and 2 additional for practice.
Question types to be used	Multiple choice situational judgment questions only
Scoring	<p>Twenty highly-experienced retail supervisors reviewed all 15 video vignettes and rated each of the four response alternatives as either “Most Appropriate,” “Second Most Appropriate,” “Third Most Appropriate,” or “Least Appropriate.” The results were collated into a scoring system as follows:</p> <ul style="list-style-type: none"> <li>• Correct responses with which there was &gt; 90% agreement by the job experts during the keying process were awarded 6 points.</li> <li>• Correct responses with which there was &lt; 90% but &gt; 70% agreement by the job experts during the keying process were awarded 5 points.</li> <li>• Correct responses with which there was &lt; 70% but &gt; 50% agreement by the job experts during the keying process were awarded 4 points.</li> <li>• Incorrect responses with which there was &lt; 70% but &gt; 50% agreement by the job experts during the keying process were awarded 2 points.</li> <li>• Incorrect responses with which there was &lt; 90% but &gt; 70% agreement by the job experts during the keying process were awarded one point.</li> <li>• Incorrect responses with which there was &gt; 90% agreement by the job experts during the keying process were awarded 0 points.</li> </ul> <p>Note that some response options are currently scored 3 points due to lack of consensus by the job experts on whether</p>

	<p>they were the “most appropriate” or “least appropriate” responses.</p> <p>This awards more points to those applicants whose item responses are more aligned with the keying experts and penalizes those applicants whose item responses are in disagreement with the keying job experts.</p>
Feedback	No feedback given by default, but the test administrator can enable participants to see their total score at the end of the test.
Topic coverage	<ol style="list-style-type: none"> <li>1. <b>Problem Avoidance/Solving:</b> Includes multiple discrete soft skills such as, applying appropriate and professional social skills while interacting with others, adaptability and personal flexibility in various situations, and making concessions and building consensus to achieve work related goals.</li> <li>2. <b>Effective Communication:</b> The ability to interact and work effectively with coworkers, supervisors, and customers, including those with varying socio-economic/ethnic, or other backgrounds.</li> <li>3. <b>Customer Centric Focus:</b> Includes interacting with customers in a helpful, polite, friendly and positive manner. Showing a positive and willing attitude when addressing customer questions or issues, taking initiative and follow-through and attention to appropriate details.</li> </ol>

If you have any questions, please ask your Questionmark account manager or reach out to [content@questionmark.com](mailto:content@questionmark.com).

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