

ITESTHUB · CUSTOMER SERVICE RETAIL SJT - CANDIDATE REPORT

Customer Service Retail SJT

A report for

Sam Sample

Sam Sample

Completed 30/09/2026 · Report valid 12 months

Introduction

This report is confidential and is intended to provide you with feedback on your results.

The test is designed to assess areas of critical importance for success in the role of a Customer Service Advisor. The competencies assessed are defined below.

How To Use This Report

This report provides you with feedback from the Customer Service Retail SJT. It contains 'behavioural interpretation' that you can use to help you understand how you have performed on the exercise and 'development opportunities' to inform your development priorities, should you wish to improve your skills in specific areas.

Behavioural Interpretation

For each competency measured by the Customer Service Retail SJT, an interpretation (four bullet points) has been provided to help you better understand the decisions you made on the exercise. Not every bullet point may apply equally to you, but you should consider them all, at least initially, and then decide which are most relevant for you.

Development Opportunities

You have also been provided with some ideas to help improve the competencies. The suggestions are intended to support you in your career progression, so working through these suggestions and identifying your own ideas for improving your skills should help you create a relevant development plan. When creating your development plan, it is best to set SMART Goals:

- **S = Specific:** Clearly defined and unambiguous
- **M = Measurable:** Contains specific criteria that you can use to measure your progress and goal accomplishment
- **A = Achievable:** Attainable in the timeframe you have set yourself and not impossible to achieve
- **R = Relevant:** Relevant to your goal, career or what you want to achieve
- **T = Time-bound:** Has a clear start and end date

Your SMART goal

Use the planner below to draft a goal of your own. Work through each element in turn – the prompts are there to help you think it through – and write your goal in the space provided.

S

Specific – Clearly defined and unambiguous

What do I want to achieve? · When do I need to achieve it? · Why is the goal important? · Who is involved?

M

Measurable – Contains specific criteria that you can use to measure your progress and goal accomplishment

How will I measure my progress? · How will I know when my goal is achieved? · What will be different when I have completed my goal?

A

Achievable – Attainable in the timeframe you have set yourself and not impossible to achieve

Can I complete my goal in the time I have available? · How confident am I that I can achieve my goal? · What support will I need to achieve my goal?

R

Relevant – Relevant to your goal, career or what you want to achieve

Why is this goal important to me? · How does this goal relate to my overall success? · What is especially meaningful about my goal?

T

Time-bound – Has a clear start and end date

When will I be ready to start working on my goal? · What specific date will I complete my goal? · How often will I check the progress I am making on my goal?

Customer Service Competencies

Collaborating

Supports and encourages others in an effort to maximise team performance.

- Supports others, in an effort to maximise performance
 - Engages with others through a clear sense of shared priorities
 - Encourages team input to jointly solve problems and resolve potential conflicts
 - Is collaborative within and across teams (i.e., contributes fully, being as inclusive as possible)
-

Communicating

Communicates clearly and convincingly with others, especially customers.

- Listens carefully and with interest
 - Communicates in a way that is clear, precise, and relevant to the situation
 - Encourages two-way dialogue, inviting input and comments
 - Negotiates fluently and calmly with others, especially customers
-

Understanding Customer Needs

Carefully builds an understanding of customer needs and priorities.

- Builds an effective understanding of company products and services
 - Demonstrates ability to listen and respond sensitively to customers
 - Seeks pertinent information about customer' needs and priorities as needed
 - Shares relevant information about products and services with customers as needed
-

Dealing with Challenges

Effectively manages challenging situations and difficult individuals.

- Demonstrates ability to remain calm and positive, esp. under pressure
- Effectively manages own performance/health (incl. coping strategies)
- Deals effectively with challenging situations and/or individuals, especially customers
- Copes effectively with ambiguity and pressure to deliver

Collaborating

Supports and encourages others in an effort to maximise team performance.

Your responses suggest that you:

- Actively enhance colleagues' performance by providing constructive feedback.
- Demonstrate genuine concern for colleagues and proactively seek ways to offer your support.
- Effectively encourage team members to embrace change by thoughtfully persuading them.
- Strive to fully understand the context of situations, maintaining an open-minded and non-judgemental approach with others.

To develop your skills further in this area you might wish to consider:

- Continue to maintain your effectiveness in enhancing colleagues' performance by seeking regular feedback on your feedback approach. Consider participating in peer review sessions or coaching circles to keep your skills sharp and ensure your constructive feedback remains impactful.
- Sustain your proactive support for colleagues by regularly checking in with them, especially during high-pressure periods or when changes occur. Keep your concern genuine by balancing support with empowering others to find their own solutions, reinforcing their confidence and growth.
- Maintain your effectiveness in encouraging change by staying informed about the latest change management techniques and strategies. Engage in continuous learning, such as workshops or reading relevant literature, to ensure your persuasive efforts remain thoughtful and effective.
- Keep up your open-minded and non-judgemental approach by routinely reflecting on your interactions and considering different perspectives. Engage in diverse conversations and seek out feedback to help you remain aware of potential biases, ensuring you continue to understand situations fully and fairly.

SMART NOTES

Communicating

Communicates clearly and convincingly with others, especially customers.

Your responses suggest that you:

- Communicate fluently to ensure customers clearly understand key details.
- Listen attentively to customers, discerning when to provide information and when to allow them space.
- Tackle challenging customer situations with sensitivity, especially during challenging discussions.
- Negotiate and communicate carefully when dealing with angry or frustrated customers.

To develop your skills further in this area you might wish to consider:

- Continue to maintain clear and fluent communication by regularly seeking feedback from customers and colleagues on your clarity and effectiveness. This will help you ensure that your communication remains strong and that you are continuously meeting the needs of your audience.
- Maintain your attentive listening skills by practising active listening exercises regularly, and by remaining mindful of the balance between providing information and giving customers the space they need. Consider periodic self-reflection or peer feedback to ensure that your approach continues to align with customer needs.
- Keep up your sensitive approach to challenging situations by staying updated on best practices for handling difficult discussions. Engaging in regular training or discussion groups with peers can help reinforce your skills and provide new perspectives on managing sensitive interactions.
- Sustain your careful negotiation and communication strategies by regularly reviewing and reflecting on your interactions with frustrated or angry customers. Consider participating in advanced negotiation workshops or peer review sessions to fine-tune your approach and ensure that you continue to handle these situations with care and precision.

SMART NOTES

Understanding Customer Needs

Carefully builds an understanding of customer needs and priorities.

Your responses suggest that you:

- Ensure customers receive a comprehensive understanding by combining personal expertise with insights from more experienced colleagues.
- Identify when customers prefer quick service over detailed discussions and adapts responses to meet their expectations.
- Take decisive action to implement meaningful improvements.
- Listen to customer feedback and responds with thoughtful and appropriate solutions.

To develop your skills further in this area you might wish to consider:

- Continue to ensure customers receive a comprehensive understanding by regularly consulting with experienced colleagues and staying updated on new insights and best practices in your field. Engage in peer learning sessions to keep refining your ability to blend personal expertise with collective knowledge.
- Sustain your ability to identify and adapt to customer preferences by remaining attentive to their cues and feedback. Regularly review your interactions to ensure you are consistently meeting customer expectations, whether they prefer quick service or more detailed discussions.
- Maintain your decisive approach to implementing improvements by staying proactive in identifying areas for enhancement. Continue to seek feedback from both customers and colleagues to inform your decisions, ensuring that the improvements you implement are meaningful and impactful.
- Keep up your strong response to customer feedback by regularly reflecting on how your solutions are received. Consider conducting follow-ups with customers to gather additional insights, ensuring that your responses remain thoughtful, appropriate, and effective in meeting their needs.

SMART NOTES

Dealing with Challenges

Effectively manages challenging situations and difficult individuals.

Your responses suggest that you:

- Evaluate different options under pressure, by considering various perspectives to make well-rounded decisions.
- Maintain composure and a calm demeanour when faced with high-pressure situations.
- Effectively prioritise tasks, balancing multiple requests with clarity and focus.
- Confidently address challenging customer interactions, handling them independently or in collaboration with colleagues as needed.

To develop your skills further in this area you might wish to consider:

- Enhance your decision-making under pressure by regularly practising scenario planning. Engage in discussions with colleagues to explore various possible outcomes and alternative solutions to complex situations. This collaborative approach will not only improve your ability to think critically in stressful situations but also help you build a repertoire of strategies that can be applied in real-time challenges.
- Develop a robust set of coping strategies for managing stress by incorporating both physical and mental relaxation techniques into your routine. Consider practising mindfulness, deep breathing exercises, or short, frequent breaks to maintain your composure during particularly challenging times. Regularly evaluate which techniques work best for you and make adjustments to ensure that you can remain calm and focused when under pressure.
- Strengthen your organisational skills by implementing prioritisation frameworks such as the Eisenhower Matrix to better manage your workload. Take the time to assess and categorise tasks based on their urgency and importance. Additionally, seek advice from more experienced colleagues on how they effectively manage their time and responsibilities. This combined approach will help you enhance your productivity and efficiency in handling multiple tasks simultaneously.
- Build and reinforce your confidence in handling difficult customer interactions by actively seeking additional training in conflict resolution techniques. Start by applying these strategies in less critical or lower-stakes situations to practice your assertiveness and communication skills. Gradually expose yourself to more challenging interactions, where you can refine your approach and develop a strong ability to manage conflict with professionalism and empathy.

SMART NOTES