

ServiceFIRST



Measures service orientation

Predicts service performance

WHAT IS SERVICE FIRST?

ServiceFirst is a short, psychometric self assessment questionnaire used for measuring customer service orientation or potential, and specifically abilities critical for ensuring superior customer service.

ServiceFirst was developed to facilitate the selection of entry-level employees for service-oriented positions, and was originally based on extensive job analyses of behaviors related to service performance.

The test has proven to be a valid predictor of service performance in numerous industries - retail, call center, finance, insurance, and transportation, to mention a few.

It is an efficient and cost-effective method of screening candidates for jobs that involve extensive customer contact.

UTILITY

ServiceFirst ensures candidates' service potential and is most effective when used as a screening tool early on in the recruitment process.

The first part of ServiceFirst presents a series of both work-related and personal statements, and the candidate's task is to rate how well each statement describes him/her.

The second part of ServiceFirst presents a series of descriptions of service-relevant situations, and the candidate's task is to rate the likelihood that he/she would do what is described in each situation. This section is also comprised of both personal and work-related statements.

The score indicates the candidate's service potential, and the likelihood of behaviors related to different types of service performance, such as:

- **Active Customer Relations:** Seeking and acting on service/sales opportunities with customers
- **Polite Customer Relations:** Demonstrating courtesy, manners, and rapport in personal interactions with customers
- **Helpful Customer Relations:** Responding to customer needs by taking extraordinary action to assist them
- **Personalized Customer Relations:** Showing recognition of unique customer qualities, for example, by getting to know customers by name

ADMINISTRATION

ServiceFirst is available online, via Ascend by Assessio or various Applicant Tracking Systems integrations. Examples of our currently integrated partners are Aditro, Prepaired, Reachmee, Youcruit, Webcruiter, Zerolime.



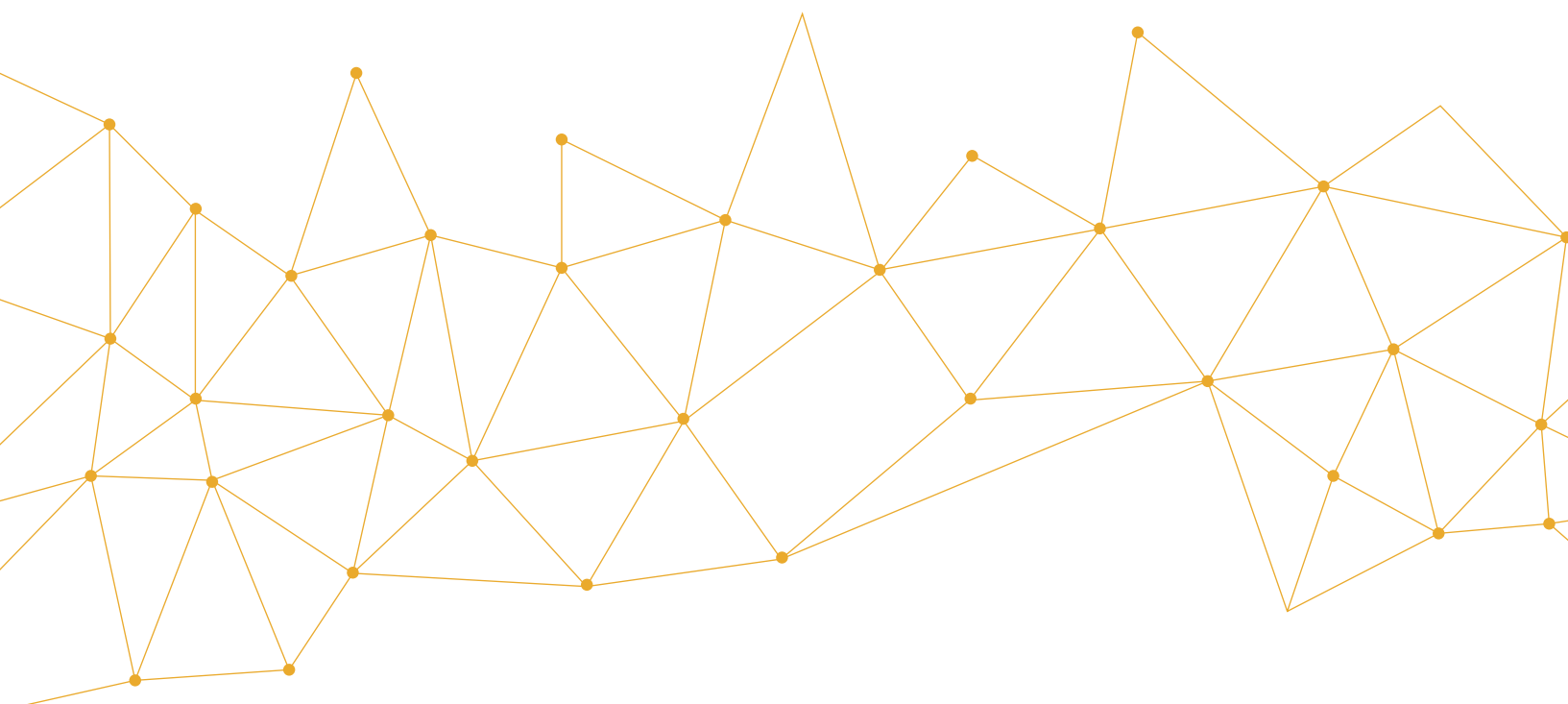
QUICK FACTS

- Measures Service Orientation
- Online test
- Available on smartphone, desktop and tablet
- 40 items
- 1 main scale, 4 subscales
- Test time: approx 10 min
- Available in 10+ languages
- Global norm

ABOUT ASSESSIO

Assessio is the leading publisher of psychometric tests in the Nordic region and a consulting organization with a focus on Human Capital Management. The company has a long history of developing research-based tools for selection and development of personnel.

The business was started in 1954 by the Swedish Psychological Society and has since then evolved into an international test publishing house and modern HR consultancy organization with operations in Sweden, Norway and Finland. The tests of Assessio are available in over 30 countries around the world.



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