

Facilitator Guide
Group # 7
“Career Growth for Interviewers”

Audience for this Module:	Call Center Supervisors
Goal of this Module:	<p>At the end of this session, managers who have completed this course should be able to:</p> <ul style="list-style-type: none"> – understand why career growth for interviewers is important for their companies and – what the four parts of the career growth plan are.
Logistics: Materials, Room type/setup, Time needed, etc.):	<p>The Trainer will need a PC and LCD Projector in order to display this PowerPoint module.</p> <p>He/she will also need a flip chart, easel, and markers.</p> <p>It is recommended that the Trainer designate someone to take notes or write down on the flip chart the ideas the group comes up with during the course.</p>
How to make the most of this Module:	<p>The presentation is customizable to meet with your company's standard procedures and protocols, so long as it does not substantively change the content or nature of the training modules.</p>
How to assess learning:	<p>Along with questions and answers during the PowerPoint training, activities will allow you to assess learning while reinforcing the material from the module. In addition, an exam is included in the addendum to assess learning.</p>



Group VII

“Career Growth for Interviewers”

Facilitator Guide

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Overview

Companies that have call centers recognize the difficulties in retaining good interviewers and the cost of losing good interviewers. Companies know that satisfied interviewers lead to satisfied respondents - the ultimate goal for all data collection companies. One factor that is key for interviewer satisfaction is career growth.

Interviewers are no different than anyone else in what they are looking for (in a job). Many want to achieve their personal best and to have opportunities that develop and enhance their skills for promotion and career advancement. They want to sharpen skills, learn new talents, and to have input into planning their career path. They seek employment that complements their strengths and helps them to accomplish their life goals.

Companies need to recognize that they hire different types of people; some who view interviewing as the job that provides some extra income and aren't looking for more, and others who view their interviewing job as a "foot in the door" that can lead to many great opportunities.

This Module attempts to identify steps that can be taken to lead to more job satisfaction for both groups of research interviewers. Please note - not all of the suggestions contained within this Module can be implemented by all companies. Instead, the intent of this Module is to offer suggestions that can be considered and then evaluated for how appropriate it is for each company.

Objectives

At the end of this session, managers who have completed this course should be able to:

- understand why career growth for interviewers is important for their companies and
- what the four parts of the career growth plan are.

Point of Focus:

The audience of this module will be either senior management who need information to decide what actions need to be taken to provide career growth for interviewers or middle-level management who may implement the suggestions contained within this module.

Slides 1-4:

These first four slides are the introduction to the Module, which note a survey of interviewers that was conducted in 2003. The purpose of the survey was to collect information regarding how research interviewers view their contribution to the research process and what factors are related to their level of satisfaction in their current positions.

The Trainer should explain that CMOR developed and conducted a questionnaire among 450 professional interviewers, nationwide. Respondents were asked to evaluate a series of job attributes, based on how important each was in relationship to how satisfied they were with each characteristic at their workplace. "Having growth opportunities at my company" ranked at number 10 out of the 20 attributes presented to the respondents.

Slides 5-6:

The first slide asks the question about what companies can do to help with career growth and slide 6 answers that a *concrete and specific plan* should be developed. This plan consists of four parts and each part is discussed in the upcoming slides.

Slides 7-8:

The first part of the plan is to recognize interviewers by skill level. These two slides describe in general what is meant by skill level and the general characteristics that differentiate the three levels. The Trainer should emphasize that it's important to have levels, so that interviewers have a system of promotion. These levels should be posted with a written description. This posting should be on a bulletin board or some other place that is easily accessible to all interviewers.

Slide 9:

This slide provides a description of the level 1 interviewer. There is nothing wrong with staying at this level if the employee is performing well. A person who is simply looking added income would welcome the idea of staying at this level because there are no additional responsibilities. Every company needs employees who are comfortable at this level.

Slides 10-29:

Exercise: The Trainer should have the group work on developing specific plans, job paths, and jobs for each level of interviewer. Jobs should include management and non-management levels. Record answers on a flip-chart and provide notes after the class.

Slides 10-15:

These slides describe the level II interviewer. This is an employee who has a higher skill level and can assume more responsibilities. This employee may, or may not, want to be on a path to advancement.

Slides 16-18

This level is the highest level and is often called "executive interviewing" by some companies. At this level, the interviewer is often involved in matters related to quality control.

Slides 19-21:

The second part of the plan to help with career growth for interviewers is in establishing a procedure that identifies career potential in interviewers. This will help identify those that will

remain in the overall job of research interviewing, as well as those that will transition on to other jobs in the company.

Slides 22-29:

The third part of the plan to help with career growth for interviewers is to look to other jobs within the company that can benefit the employee who wants to move out of the area of research interviewing. This can identify those who have different capabilities and who want a career change. *The Trainer should ask the group for other jobs at their company where interviews have moved into or could be considered moving to.*

Slides 31-35:

The third part of the plan to help with career growth for interviewers is to provide ongoing learning and growth opportunities for those that are going to stay within the arena of research interviewing. This next series of slides offers suggestions as to how that can be accomplished. *The Trainer should ask the groups if they have other ideas for career enhancement for those who are staying as research interviewers.*

Slides 36-37:

Wrap up presentation.

***** Please note that an exam is also provided with the Facilitator Guide to assess learning from the course. *****