



CMOR-MRA Interviewer Training Modules
Performance Evaluation
Answer Key

1. **Name two outcomes or effects that evaluations provide for interviewer's performance:**

Reinforce proper practices and behavior

Correct improper practices

2. **True or False: Evaluations can both look forward to set performance goals and also look backwards to measure results in relation to those goals.**

A: *True.*

3. **Fill in the blanks of what goals must include to be effective and SMART:**

Specific in the area being measured

Measurable and use quantifiable data

Attainable and realistic for the employee

Relevant and be tasks related directly to the job

Time-bound by giving deadlines or time frames

4. **Choose from the list below some typical performance measures found in a call center environment:**

Follows center rules

Reading Verbatim

Dials Per hour

Follows Dress Code

Knows Handbook by Heart

Avoidance of Biasing, Leading

Punctuality

Refusal Conversions

Always Takes Breaks

Agrees/completes Per Hour



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5. *Non-productive/non-dialing* time occurs when an interviewer has to read memos, attend briefings or feedbacks, perform clerical duties. This is time that should not be included in any productivity measures.

6. True or False: Productivity measures for new interviewers should be lower or not counted in the first weeks or months of dialing on a project.
A: *True*.

7. Delivery Style, Intro Effectiveness, Probing where needed are all aspects of the *Quality* area of performance measurement.

8. True or False: Every call center organization has a standard for punctuality.
A: *False*

9. Soft skills are not as quantifiable in measurement, so it is important for the supervisor to remain *neutral* and to avoid letting *personal* feelings determine ratings.

10. True or False: All call centers should evaluate interviewer performance formally on an annual basis, and end-of-month or end-of-quarter feedbacks also enforce proper procedures and allow for adjustments.
A: *True*

11. Feedback advice should be positioned to guide *future* actions, not punish *past* actions.