



## **Benchmark Description Report**

**Friday, November 23, 2007**

**Sample Customer Service  
ABC Software Corp.**

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## Part 1 – Report Introduction

### Purpose of the Benchmark Description Report

This report is designed to provide management at ABC Software Corp. with a better understanding of the characteristics of the preferred candidate for the Sample Customer Service position.

Part 2 of this report offers a graphic presentation of the abilities, interests and personality traits evident in top performers in the Sample Customer Service position. This graph appears in all Prevue Assessment reports to provide candidate information for screening, selection, coaching and succession planning activities.

Part 3 presents detailed descriptions of each of the benchmarks for the four Abilities scales, three Interests/Motivation scales, and thirteen Personality scales. The Prevue Assessment examines all of these scales with respect to the Sample Customer Service position.

### What is a Prevue benchmark?

The Prevue Benchmark that will be developed for the Sample Customer Service position at ABC Software Corp. is a profile of the work-related abilities, interests/motivation, and personality traits of top performers in the position. The benchmark provides data about the requirements of the job and can be used to supplement, organize, and analyze the information provided in résumés, background searches, or the interview. The Prevue Benchmark is customized to address the unique requirements of the job within a particular corporate culture.

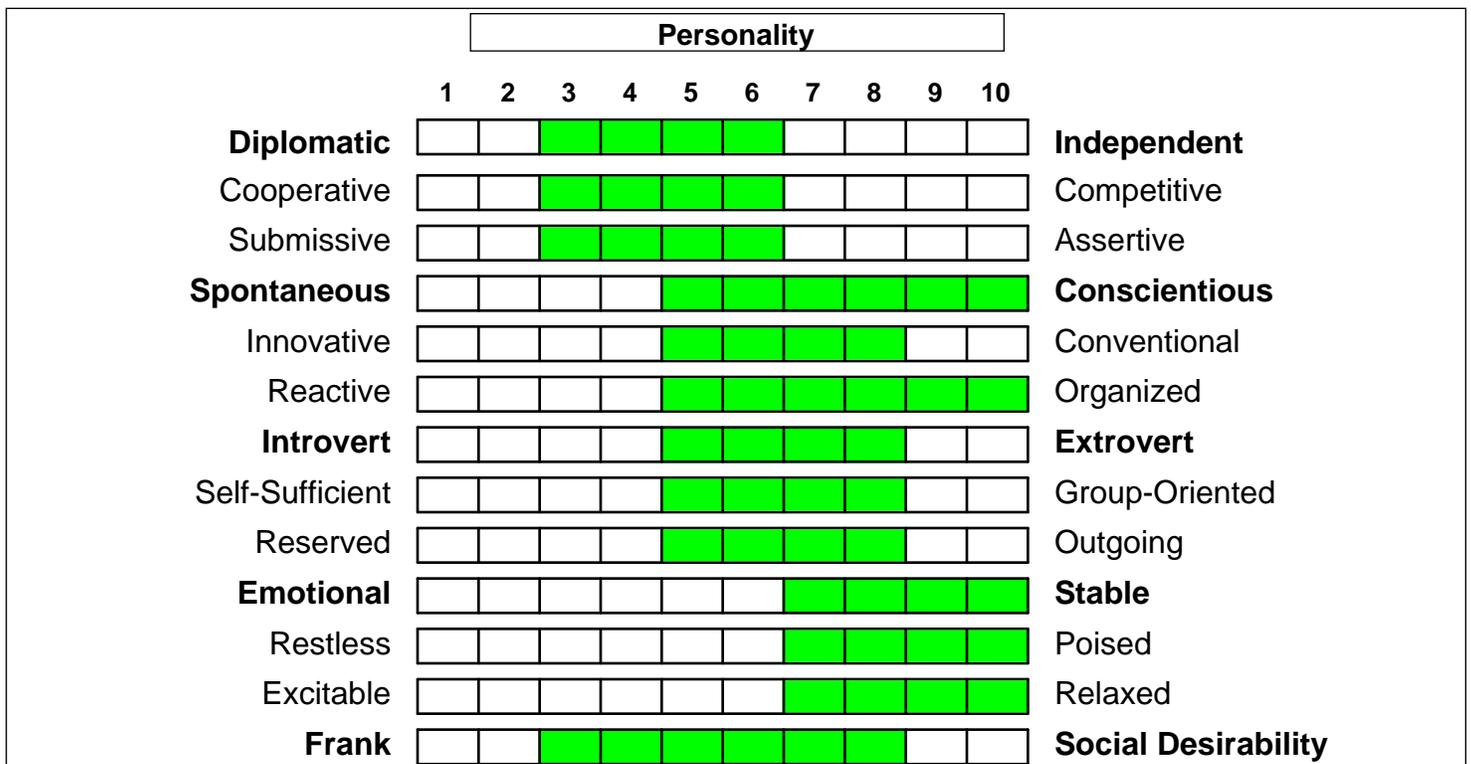
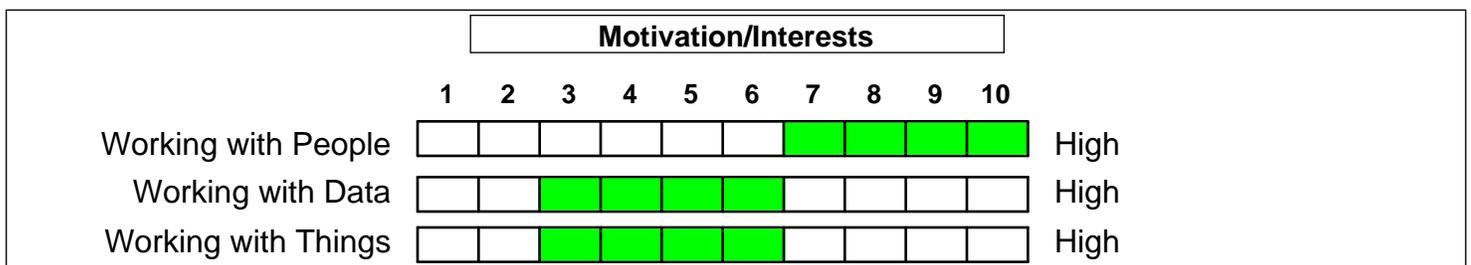
### How is the Prevue Benchmark used?

Managers can use the Prevue Benchmark to:

- Select the best candidate for the position
- Obtain essential information beyond résumés, background searches or interviews
- Compare candidates to a preferred standard
- Identify individual training and coaching requirements
- Provide succession planning for the position and career planning for employees

## Part 2 – The Prevue Benchmark Graph

This graph illustrates the required characteristics for the Sample Customer Service position as determined by management at ABC Software Corp.. Preferred candidates will produce scores within the shaded areas shown on the scales of the benchmark.



## Part 3 –Prevue Scale and Benchmark Descriptions

The Prevue Benchmark is comprised of benchmarks for each of the Abilities, Interests/motivation and Personality scales measured by the Prevue Assessment. These characteristics should be evident in prospective top performers in the Sample Customer Service position. The preferred candidates for the position will produce scores on the Prevue Assessment that fall on or are very close to the benchmarks shown on each of the scales. The following pages provide both Scale and Benchmark Descriptions.

### Abilities Scales

#### General Abilities

##### Scale Description

General Ability (based on Working with numbers, words and shapes) is an excellent predictor of performance in a wide range of occupations and training courses. Low to moderate levels are good for jobs requiring monotonous repetition and/or unskilled manual labour; mid-range is usually better for jobs requiring more training such as clerical work, administration, and/or skilled labour; and high levels are often important for decision-makers, managers, and advanced technical positions.

##### Benchmark Graph



##### Benchmark Description

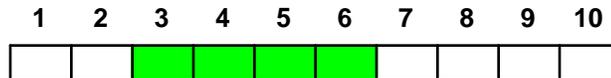
This benchmark indicates that below average to average General Abilities are required for successful performance in the Sample Customer Service position. Depending on the specific ability required, a top performer might learn new procedures at a moderately slow to normal pace. The best work environment will likely be somewhat challenging with reasonable demands and a slow rate of change. Candidates with either low or above average General Abilities may not be suitable for this position.

## Working With Numbers

### Scale Description

Working with numbers shows the ability to use numbers for abstract reasoning and problem-solving. In many occupations—clerical, accounting, technical, sales, and managerial—the ability to work with numbers is essential.

### Benchmark Graph



### Benchmark Description

Based on this benchmark, a top performer might have below average to average ability for working with numbers. The position may require simple arithmetic skills and competence for number recognition. Candidates with low ability may have difficulty with some tasks. Candidates with above average numerical ability could also be a poor fit for this position.

## Working With Words

### Scale Description

Working with words is the ability to use written language for reasoning and problem-solving. In many occupations—clerical, administrative, technical and managerial—the ability to work with written language is a fundamental requirement. While fluency or direct communication is different from verbal reasoning, there is a moderate correlation between scores on this scale and communication skill. People who score at the upper end of Working with words are more likely to be good communicators, but excellent fluency and good communication skills can occur irrespective of scores on this scale.

Note: Fluency can be assessed from the résumé and covering letter, and oral communication skills should be measured in the interview.

### Benchmark Graph



### Benchmark Description

Based on this benchmark, a top performer could have average to above average ability with written language. Frequently, the position may require standard verbal skills for straightforward reading, writing, and recognition of spelling errors. Occasionally, the job probably demands verbal reasoning such as working with complex documents or following complicated written procedures. Candidates with below average ability might find this job overly challenging. Candidates with high ability with words might not reach their potential in this position.

## Working With Shapes

### Scale Description

Working with shapes involves a several facets of mental ability. Most important is the ability to imagine how something will look when it is moved in space or when its component parts are rearranged. Spatial visualization skills are important for tasks such as interpreting blueprints and diagrams, understanding graphs and charts, arranging objects for display or storage, and so on.

### Benchmark Graph



### Benchmark Description

Based on this benchmark, a top performer will have below average to average spatial ability. The position probably involves basic shape recognition and organization tasks such as packing or arranging objects for storage, display, or delivery. Candidates with low ability may have difficulty with some tasks. Candidates with above average spatial ability could also be a poor fit for this position.

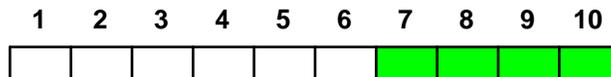
## Interests/Motivation Scales

### Working With People

#### Scale Description

Working with people indicates the preferred frequency, quality, and intensity of social contact for optimal job satisfaction. This satisfaction influences performance, especially in the long term.

#### Benchmark Graph



#### Benchmark Description

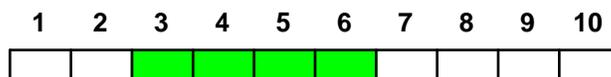
This benchmark denotes that above average to high interest in social contact is ideal for the Sample Customer Service position. The preferred employee will usually perform well in a highly social atmosphere and may be eager for complex interpersonal tasks such as negotiation and persuasion. Top performers will likely choose face-to-face meetings as a contact method. Candidates with average and lower motivation for Working with People would need to exert themselves in this position.

### Working With Data

#### Scale Description

Working with data measures interest in information and analytical processes as well as overall motivation to work with facts and figures.

#### Benchmark Graph



#### Benchmark Description

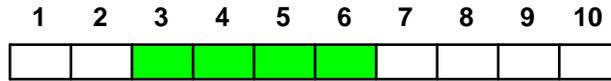
This benchmark denotes that the Sample Customer Service position requires candidates with below average to average scores on Working with Data. The preferred employee likely wants some tasks involving figures, statistics, or accounts. Candidates with above average interest in information could be less suitable for this position. Candidates with low interest could also be a poor fit.

## Working With Things

### Scale Description

Working with things measures willingness to manipulate tools and machines and to operate equipment, computers, and other inanimate objects.

### Benchmark Graph



### Benchmark Description

This benchmark denotes that the Sample Customer Service position requires a candidate with a below average to average score on Working with Things. The preferred employee likely performs reasonably well with simple, reliable equipment and may infrequently operate more complex machinery. Candidates with either low or above average motivation for hands-on tasks with tools and objects could be less suitable for this position.

## Personality Scales

### Diplomatic / Independent

#### Scale Description

Diplomatic to Independent major scale measures willingness to compromise self-interest to be diplomatic in establishing relationships with others. It is based on a person's competitive instincts and assertiveness.

#### Benchmark Graph



#### Benchmark Description

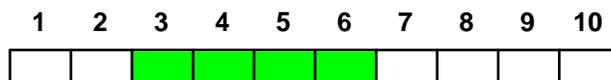
This benchmark signifies that moderately diplomatic to balanced person is required in the Sample Customer Service position. The top performer will tend to be fairly good at getting things done while generally avoiding conflict and controversy. This person could be a reasonably self-confident, supportive team player with some potential for leadership. An extremely diplomatic employee might lack the determination necessary for excellent performance. Similarly, this position might not suit a moderately to highly independent employee who values achievement above relationships.

### Cooperative / Competitive

#### Scale Description

Cooperative to Competitive minor scale measures a person's need to win. Some people are eager to be cooperative and refuse to engage in any form of competition. Conversely, others are driven to compete for high achievement but to the detriment of all other considerations.

#### Benchmark Graph



#### Benchmark Description

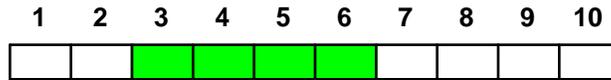
This benchmark shows that a moderately cooperative to balanced person is required. The preferred candidate will value team spirit and tend to restrain personal ambition. A competitive employee, who strives hard for personal success and individual recognition, could be less effective in this position. Similarly, an extremely cooperative person, who seldom thinks about winning or losing, might also be a poor fit.

## Submissive / Assertive

### Scale Description

Submissive to Assertive minor scale measures willingness to dominate people and events.

### Benchmark Graph



### Benchmark Description

This benchmark indicates that successful performance in this position likely requires a moderately submissive to balanced person. The top performer may be cautious about speaking out on controversial issues and more willing to act as peacemaker and to avoid conflict. The preferred candidate will be reasonably outspoken and will usually accept the leadership role if this is encouraged or requested. Moderately to highly assertive candidates, who might push personal opinions and enjoy open debate, could be less effective in this position.

## Spontaneous / Conscientious

### Scale Description

Spontaneous to Conscientious major scale describes the actions of those who seldom plan anything and whose responses are almost always spontaneous versus those who tend to display consistent, planned and predictable behavior. This scale is based on the minor scales relating to conventional and organized behavior.

### Benchmark Graph



### Benchmark Description

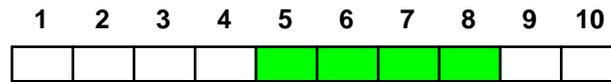
This benchmark signifies that a balanced to extremely conscientious person is required for the Sample Customer Service position. The top performer will tend to be dependable, well prepared though careful planning, and usually meticulous. The preferred candidate will likely be thorough, prudent, and efficient. This position might be unsuitable for a spontaneous candidate who could lack necessary preparation skills.

## Innovative / Conventional

### Scale Description

Innovative to conventional minor scale measures the likelihood of creative thinking and reliable behavior.

### Benchmark Graph



### Benchmark Description

This benchmark denotes that a balanced to moderately conventional person is required. The top performer will likely have reliable work habits, a neutral approach to change and upgrading, and some flexibility regarding rules. The preferred candidate will be careful in problem-solving, able to invent or adapt as necessary, and should function productively in a reasonably predictable work environment with some irregularity in the pace of assignments. An innovative candidate, who likes a fast-moving, unpredictable environment with few rules, might be a poor fit. Similarly, a highly conventional worker, who resists change and adheres to traditional methods, could also be unsuitable for this job.

## Reactive / Organized

### Scale Description

Reactive to organized minor scale determines preference for planning, detail, schedules and order. Some people would rather innovate and improvise while engaging in "big picture" thinking but, for others, meticulous planning is essential for job satisfaction.

### Benchmark Graph



### Benchmark Description

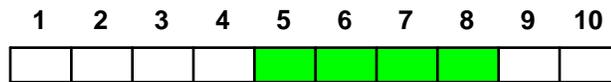
This benchmark indicates that a balanced to highly organized person is required. The appropriate employee will have good planning skills, reasonable to excellent punctuality, and a tidy, efficient work area. A reactive candidate, who is less inclined to plan or schedule and prefers to respond to new situations as they arise, might not be as effective in this position.

## Introvert / Extrovert

### Scale Description

Introvert to Extrovert major scale describes how a person interacts with others and measures the degree of social contact required. This scale is based on the minor scales for group-oriented and outgoing behavior.

### Benchmark Graph



### Benchmark Description

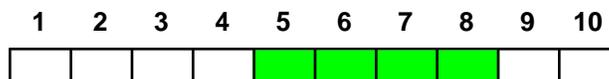
This benchmark signifies balanced to moderately extroverted candidates could all become top performers in the Sample Customer Service position. The preferred candidate will thrive in moderate social situations and make lively contributions without drawing undue personal attention. The top performer will probably have balanced needs for companionship and time alone. The position might not suit a moderate to extreme introvert, who may prefer to avoid meeting people in business activities. At the other end of the scale, a highly extroverted candidate, who wants frequent social interaction with co-workers and clients, could also be a poor fit for this position.

## Self-Sufficient / Group-Oriented

### Scale Description

Self-sufficient to Group-oriented minor scale measures whether a person prefers to generate ideas and stimulation in solitude or with a group.

### Benchmark Graph



### Benchmark Description

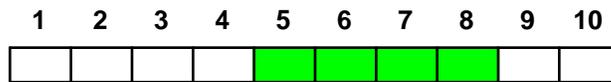
This benchmark denotes that the required person will likely be balanced to moderately group-oriented. The appropriate employee probably has a mild to moderate preference for team work in social settings with opportunity for discussion, approval, and support. Moderately to extremely self-sufficient candidates, who tend to need extended periods of solitude, could be less likely to succeed. At the other end of the scale, a highly group-oriented person, who may be very dependent on direct social contact, also might not be a good fit.

## Reserved / Outgoing

### Scale Description

Reserved to Outgoing minor scale measures whether a person's nature is to be somewhat detached from others or overtly friendly.

### Benchmark Graph



### Benchmark Description

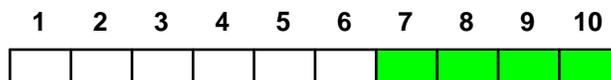
This benchmark indicates that a balanced to moderately outgoing candidate is required for the Sample Customer Service position. The top performer will tend to be genial and talkative. This person will likely enjoy variable tasks with some excitement, but will also tolerate routine work. With slight to moderate impulsiveness, the appropriate employee occasionally looks for extra attention and likes to choose when to speak out at meetings. Moderately to extremely reserved candidates might be too detached to be fully effective in this position. At the other end of the scale, highly outgoing candidates would most likely prefer much more variety and excitement.

## Emotional / Stable

### Scale Description

Emotional to Stable major scale describes reactions to changing conditions and new people. This scale is based on the minor scales related to restlessness and excitability.

### Benchmark Graph



### Benchmark Description

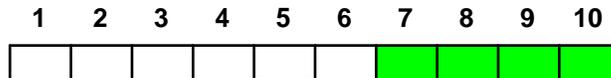
This benchmark signifies a moderately to highly stable candidate is required for the Sample Customer Service position. The top performer tends to be calm and controlled, generally takes setbacks in stride, and most often accepts others at face value. The appropriate employee might rarely show anxiety or suspicion, and could be seen by some as impassive. This person will be emotionally hardy and cool under pressure. Candidates who are balanced or moderately to extremely emotional could be stressed in this position.

## Restless / Poised

### Scale Description

Restless to Poised minor scale indicates of how people respond to stress such as adverse events and the negative things that other people say, think or do. Some people can be unduly sensitive to this stress while others may seem impervious.

### Benchmark Graph



### Benchmark Description

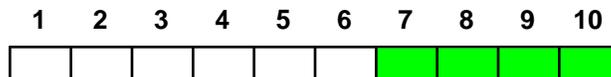
This benchmark denotes that a moderately to highly poised person is required. The top performer usually deals effectively with adversity and shrugs off criticism. This employee probably believes that few projects go forward without challenges and setbacks and he or she will be prepared for both. The preferred candidate will also seem rational, tolerant, and even-tempered, and probably sees the world as a hospitable place. Candidates who are balanced and those who are moderately to extremely restless might lack the composure necessary to be fully effective in this position.

## Excitable / Relaxed

### Scale Description

Excitable to Relaxed minor scale measures response to potentially stressful situations. Some people are visibly upset by unexpected circumstances while others manage their emotions well.

### Benchmark Graph



### Benchmark Description

This benchmark indicates that successful performance in this position most likely requires a moderately to highly relaxed personality. The top performer probably keeps cool if things go wrong, generally does not fret about mishaps, and can leave on-the-job troubles at work. This employee likely accepts people at face value and seldom looks for ulterior motives, even though others might sometimes try to exploit his or her open, easy attitude. The ideal candidate will usually seem nonchalant and trusting, with a calm acceptance of life and good tolerance for job-related stress. A balanced or more excitable candidate, who may be more prone to worry and distrust, might not be a good fit for this position.

## Social Desirability

### Scale Description

Social desirability scale indicates how much the desire to present a good impression has influenced answers in the Prevue Assessment™. Most people will score in the middle range (4-5-6-7), but both high and low scores must be reviewed with care.

### Benchmark Graph



### Benchmark Description

This benchmark indicates that the preferred candidate should be neither extremely frank nor highly influenced by social desirability and what is socially acceptable. Any impression, from mildly frank and negative to potentially less frank and mildly positive, will be satisfactory.