



CUSTOMER EXPERIENCE ASSESSMENT – SALES (CEA-S) TEST GUIDE

WHY DO AT&T AND ITS AFFILIATES TEST?

At AT&T, we pride ourselves on matching the best jobs with the best people. To do this, we need to better understand your skills and abilities to make sure that you are indeed the right match for the job. Our ultimate goal is to set you up for success in your career at AT&T (that is, if AT&T is the right match for you). Research has shown that tests provide accurate measures of people’s skills and abilities and, therefore, we use tests to identify people who are the best match for the job. Our philosophy is simple...if you succeed in your role, then we succeed as a company.

WHAT IS THE CUSTOMER EXPERIENCE ASSESSMENT – SALES (CEA-S)?

The Customer Experience Assessment – Sales is a predictor of a variety of important job behaviors linked to your ability to deliver excellent sales experiences to our customers. Working through this activity, you will respond to questions about:

- ❖ Your past experiences in sales.
- ❖ Your own unique behavioral and interpersonal tendencies.
- ❖ Your ability to manage difficult interactions with customers.

This test is not timed, and the entire test takes approximately 30 minutes to complete.

WHAT CAN I EXPECT TO SEE ON THE TEST?

The test will ask you questions about your experiences, unique behavioral and interpersonal tendencies, and likely behavioral choices.

The following list of questions provides an example of items that you might see on the test. They’re not actual test questions, but should serve to give you a general idea of the types and format of questions.

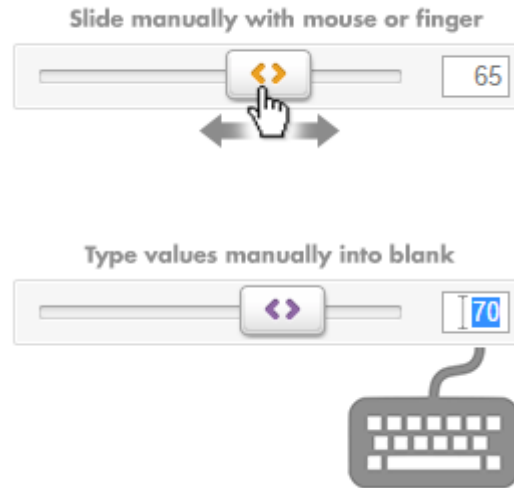
1. How often did you have to deal with difficult customers in your past work-related experiences (paid or unpaid)?
 - a) Never
 - b) Almost never
 - c) Rarely
 - d) Occasionally
 - e) Sometimes
 - f) Often
 - g) Usually
 - h) Constantly



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2. Using a scale from 1 – 100, to what extent would you use the word “persistent” to describe a top-quality sales person?

When responding to this type of question, your responses are entered by moving a sliding bar. You also have the option to type in your numerical rating in a box to the right of each sliding bar.



Please also note that for these questions, no two ratings can be identical. We want to ensure candidates are carefully considering their responses to every item in the assessment.





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3. In the scenario below, imagine that a customer calls you with a question to which you do not know the answer.



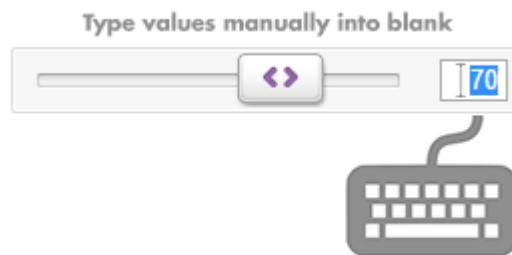
How would you respond?

- Tell the customer that you don't know the answer but that you will research it and get back to him.
- Respond to the customer's question to the best of your ability.
- Ask your manager for help in answering the customer's question.



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When responding to this type of question, your responses are entered by moving a sliding bar. You also have the option to type in your numerical rating in a box to the right of each sliding bar.



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WHAT CAN I DO TO PREPARE FOR THE TEST?

At AT&T, our goal in testing is not to cause you to fail; rather, our intent is to set our employees up for success. Remember, we succeed when you succeed. There are no specific materials you should study in order to prepare yourself. However, if you pay close attention to the instructions, you will increase your chances of performing well and demonstrating your suitability for the job.

HOW WILL THIS TEST BE ADMINISTERED?

This test will be administered online and can be completed anywhere you have high speed internet access. We strongly recommend that you pick a location that is quiet and free from distractions so that you can concentrate on the test. You will be invited to take the test via email. If you have further questions about the test administration, please contact: attjobssupport@att.com.

WHAT CAN I DO TO PERFORM MY BEST ON THE TEST?

Experience on the job is not essential to perform successfully on this test. When taking the test you should:

- ✓ Read each question carefully.
- ✓ Think about your background and experiences.
- ✓ Answer questions quickly and to the best of your ability.

It is important that you answer the test questions honestly. Providing candid answers will ensure the best fit with the job.

RETEST INTERVALS

If you do not qualify on the CEA - Sales, do not be discouraged. Perhaps, this would indicate that this position is really not the best match for you. Who knows – perhaps a better, more closely matched opportunity awaits you. If you feel strongly that this is the right position for you, then you may retest in six months. However, please note that test standards are periodically updated to reflect current abilities and skills required for our jobs. Therefore, it may be necessary to meet new test standards should they be introduced prior to your placement on the job.



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SUMMARY

When you succeed in your job, AT&T succeeds as a company! Successful completion of the CEA - Sales qualifies you for possible placement into jobs requiring this test. Additional testing may be required for certain positions. See job briefs in your area for additional testing requirements for titles you are interested in.

Thank you for your interest in starting (or expanding) your career at AT&T!

AT&T and its affiliates support and comply with the provisions of the Americans with Disabilities Act (ADA) and other Federal and State laws that specifically assist individuals with disabilities. If you have a limiting disability and need special testing arrangements, please ask your local Employment Office or Placement Bureau personnel for information about the testing accommodation process.