



# TORO Analysis of Customer Service Representatives to Receptionists and Information Clerks

## INPUT SECTION:

Transfer	Title	O*NET	Filters		
From Title:	Customer Service Representatives	43-4051.00	Abilities:	Importance Level: 50	Weight: 1
To Title:	Receptionists and Information Clerks	43-4171.00	Skills:	Importance Level: 69	Weight: 1
Labor Market Area:	Maine Statewide		Knowledge:	Importance Level: 69	Weight: 1

## OUTPUT SECTION:

Grand TORQ:



94

Ability TORQ		Skills TORQ		Knowledge TORQ	
Level	93	Level	93	Level	95

Gaps To Narrow if Possible				Upgrade These Skills				Knowledge to Add			
Ability	Level	Gap	Impt	Skill	Level	Gap	Impt	Knowledge	Level	Gap	Impt
Speech Clarity	50	2	68	Writing	58	3	72	No Knowledge Upgrades Required!			
				Active Listening	65	1	83				
				Speaking	57	1	79				

LEVEL and IMPT (IMPORTANCE) refer to the Target Receptionists and Information Clerks. GAP refers to level difference between Customer Service Representatives and Receptionists and Information Clerks.

## ASK ANALYSIS

Ability Level Comparison - Abilities with importance scores over 50

Description	Customer Service Representatives	Receptionists and Information Clerks	Importance
Oral Comprehension	57	50	75
Oral Expression	57	57	75
Speech Recognition	62	53	72
Speech Clarity	48	50	68
Written Comprehension	55	44	59
Information Ordering	48	34	59
Near Vision	55	51	59
Written Expression	46	39	53



Selective Attention	42	34	53
Skill Level Comparison - Abilities with importance scores over 69			
Description	Customer Service Representatives	Receptionists and Information Clerks	Importance
Active Listening	64	65	83
Speaking	56	57	79
Reading Comprehension	66	63	73
Writing	55	58	72
Knowledge Level Comparison - Knowledge with importance scores over 69			
Description	Customer Service Representatives	Receptionists and Information Clerks	Importance
Customer and Personal Service	75	64	74

Experience & Education Comparison					
Related Work Experience Comparison			Required Education Level Comparison		
Description	Customer Service Representatives	Receptionists and Information Clerks	Description	Customer Service Representatives	Receptionists and Information Clerks
10+ years	0%	0%	Doctoral	0%	0%
8-10 years	0%	0%	Professional Degree	0%	0%
6-8 years	0%	0%	Post-Masters Cert	0%	0%
4-6 years	4%	7%	Master's Degree	0%	0%
2-4 years	27%	6%	Post-Bachelor Cert	0%	0%
1-2 years	33%	32%	Bachelors	10%	0%
6-12 months	7%	17%	AA or Equiv	12%	21%
3-6 months	15%	9%	Some College	10%	4%
1-3 months	0%	6%	Post-Secondary Certificate	8%	4%
0-1 month	1%	1%	High School Diploma or GED	51%	66%
None	10%	19%	No HSD or GED	6%	2%
Customer Service Representatives			Receptionists and Information Clerks		
Most Common Educational/Training Requirement:					
Moderate-term on-the-job training			Short-term on-the-job training		
Job Zone Comparison					
<p>2 - Job Zone Two: Some Preparation Needed</p> <p>Some previous work-related skill, knowledge, or experience may be helpful in these occupations, but usually is not needed. For example, a teller might benefit from experience working directly with the public, but an inexperienced person could still learn to be a teller with little difficulty.</p> <p>These occupations usually require a high school diploma and may require some vocational training or job-related course work. In some cases, an associate's or bachelor's degree could be needed.</p>			<p>2 - Job Zone Two: Some Preparation Needed</p> <p>Some previous work-related skill, knowledge, or experience may be helpful in these occupations, but usually is not needed. For example, a teller might benefit from experience working directly with the public, but an inexperienced person could still learn to be a teller with little difficulty.</p> <p>These occupations usually require a high school diploma and may require some vocational training or job-related course work. In some cases, an associate's or bachelor's degree could be needed.</p>		



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## Tasks

### Customer Service Representatives

#### Core Tasks

##### Generalized Work Activities:

- Interacting With Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- Getting Information - Observing, receiving, and otherwise obtaining information from all relevant sources.
- Making Decisions and Solving Problems - Analyzing information and evaluating results to choose the best solution and solve problems.
- Documenting/Recording Information - Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

#### Specific Tasks

##### Occupation Specific Tasks:

- Check to ensure that appropriate changes were made to resolve customers' problems.
- Compare disputed merchandise with original requisitions and information from invoices, and prepare invoices for returned goods.
- Complete contract forms, prepare change of address records, and issue service discontinuance orders, using computers.
- Confer with customers by telephone or in person in order to provide information about products and services, to take orders or cancel accounts, or to obtain details of complaints.
- Contact customers to respond to inquiries or to notify them of claim investigation results and any planned adjustments.
- Determine charges for services requested, collect deposits or payments, or arrange for billing.
- Keep records of customer interactions and transactions, recording details of inquiries, complaints, and comments, as well as actions taken.
- Obtain and examine all relevant information to assess validity of complaints and to determine possible

### Receptionists and Information Clerks

#### Core Tasks

##### Generalized Work Activities:

- Interacting With Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- Getting Information - Observing, receiving, and otherwise obtaining information from all relevant sources.
- Performing Administrative Activities - Performing day-to-day administrative tasks such as maintaining information files and processing paperwork.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.

#### Specific Tasks

##### Occupation Specific Tasks:

- Analyze data to determine answers to questions from customers or members of the public.
- Calculate and quote rates for tours, stocks, insurance policies, or other products and services.
- Collect, sort, distribute and prepare mail, messages and courier deliveries.
- Conduct tours or deliver talks describing features of public facility such as a historic site or national park.
- Enroll individuals to participate in programs and notify them of their acceptance.
- File and maintain records.
- Greet persons entering establishment, determine nature and purpose of visit, and direct or escort them to specific destinations.
- Hear and resolve complaints from customers and public.
- Keep a current record of staff members' whereabouts and availability.



complaints and to determine possible causes, such as extreme weather conditions that could increase utility bills.

- Order tests that could determine the causes of product malfunctions.
- Recommend improvements in products, packaging, shipping, service, or billing methods and procedures to prevent future problems.
- Refer unresolved customer grievances to designated departments for further investigation.
- Resolve customers' service or billing complaints by performing activities such as exchanging merchandise, refunding money, and adjusting bills.
- Review claims adjustments with dealers, examining parts claimed to be defective and approving or disapproving dealers' claims.
- Review insurance policy terms to determine whether a particular loss is covered by insurance.
- Solicit sale of new or additional services or products.

#### Detailed Tasks

##### Detailed Work Activities:

- calculate rates for organization's products or services
- collect deposit or payment
- collect overdue bills
- conduct training for personnel
- detect discrepancies on records or reports
- examine financial documents to verify issue
- examine products or work to verify conformance to specifications
- fill out business or government forms
- interview customers
- maintain records, reports, or files
- maintain telephone logs
- make decisions
- obtain information from individuals
- prepare recommendations based upon research
- prepare reports
- provide customer service
- resolve customer or public complaints
- sell products or services
- take messages
- type letters or correspondence
- use computers to enter, access or retrieve data
- use knowledge of investigation techniques
- use knowledge of written communication in sales work
- use telephone communication techniques

- Operate telephone switchboard to answer, screen and forward calls, providing information, taking messages and scheduling appointments.
- Perform administrative support tasks such as proofreading, transcribing handwritten information, and operating calculators or computers to work with pay records, invoices, balance sheets and other documents.
- Perform duties such as taking care of plants and straightening magazines to maintain lobby or reception area.
- Process and prepare memos, correspondence, travel vouchers, or other documents.
- Provide information about establishment such as location of departments or offices, employees within the organization, or services provided.
- Receive payment and record receipts for services.
- Schedule appointments, and maintain and update appointment calendars.
- Schedule space and equipment for special programs and prepare lists of participants.
- Take orders for merchandise or materials and send them to the proper departments to be filled.
- Transmit information or documents to customers, using computer, mail, or facsimile machine.

#### Detailed Tasks

##### Detailed Work Activities:

- answer calls using switchboard
- answer questions from employees or public
- arrange teleconference calls
- calculate rates for organization's products or services
- collect payment
- communicate with customers or employees to disseminate information
- develop travel itinerary
- distribute correspondence or mail
- enter time sheet information
- escort group on city or establishment tours
- examine files or documents to obtain information
- explain rules, policies or regulations
- fill out business or government forms
- greet customers, guests, visitors, or passengers
- maintain appointment calendar
- maintain inventory of office forms
- maintain records, reports, or files
- maintain telephone logs
- maintain travel expense accounts



- write business correspondence

#### Technology - Examples

##### Contact center software

- Multi-channel contact center software
- Timpani Contact Center
- Timpani Email

##### Customer relationship management CRM software

- Austin Logistics CallSelect
- Austin Logistics CallTech
- Austin Logistics Valeo
- Avidian Technologies Prophet
- Customer account management software
- Customer complaint ticketing management software
- Customer relationship management CRM software
- Customer service and support software
- Hosted Support ezSupport Pro
- Lynk Everest
- Parature eTicket
- Sales force automation software
- SSA Global software
- Telemation e-CRM

##### Data base user interface and query software

- Customer service knowledge generation software

##### Electronic mail software

- Astute Solutions PowerCenter
- IBM Lotus Notes
- Microsoft Outlook

##### Enterprise resource planning ERP software

- Intuit QuickBooks Enterprise Solutions software
- Sage MAS 200

##### Mobile messaging service software

- Unified messaging software

##### Network conferencing software

- make presentations
- make travel reservations
- operate business machines
- provide clerical assistance to customers or patients
- resolve customer or public complaints
- route multi-line telephone calls
- schedule meetings or appointments
- schedule or contract meeting facilities
- take messages
- transcribe spoken or written information
- type document from machine transcription
- type letters or correspondence
- understand second language
- use cash registers
- use computers to enter, access or retrieve data
- use oral or written communication techniques
- use telephone communication techniques

#### Technology - Examples



• Active Data Online WebChat
• eStara Softphone
• Parature eRealtime
• Timpani Chat
Office suite software
• Microsoft Office
Point of sale POS software
• Main Street Softworks Monetra
Spreadsheet software
• Microsoft Excel
Voice recognition software
• DSC Pacer Interactive Voice Response System
Word processing software
• Microsoft Word
<b>Tools - Examples</b>
• Autodialing systems
• Voice broadcasting systems
• Automatic call distribution ACD system
• Desktop computers
• Wireless telephone systems
• Global positioning system GPS devices
• On hold players
• Wireless telephone headsets
• Multi-line telephone systems
• Calling line identification equipment

### Labor Market Comparison

Description	Customer Service Representatives	Receptionists and Information Clerks	Difference
Median Wage	\$ 27,330	\$ 23,230	\$( 4,100)
10th Percentile Wage	\$ 17,450	\$ 16,530	\$( 920)
25th Percentile Wage	N/A	N/A	N/A
75th Percentile Wage	\$ 33,680	\$ 27,640	\$( 6,040)
90th Percentile Wage	\$ 42,740	\$ 30,970	\$( 11,770)



Mean Wage	\$ 28,780	\$ 23,480	\$( 5,300)
Total Employment - 2007	8,100	2,680	-5,420
Employment Base - 2006	8,109	2,870	-5,239
Projected Employment - 2016	9,441	3,124	-6,317
Projected Job Growth - 2006-2016	16.4 %	8.9 %	-7.6 %
Projected Annual Openings - 2006-2016	359	95	-264

## National Job Posting Trends

Trend for Customer Service Representatives

Trend for Receptionists and Information Clerks



Data from [Indeed](#)

## Recommended Programs

Health Unit Coordinator/Ward Clerk

Health Unit Coordinator/Ward Clerk. A program that prepares individuals, under the supervision of nurses or ward supervisors, to perform routine administrative and reception duties in a patient care unit within a hospital or other health care facility. Includes instruction in receiving and directing visitors, transcribing medical and nursing orders, preparing requisition forms, scheduling patient appointments and procedures, monitoring patients and personnel, and interpersonal skills.

No schools available for the program

Medical Reception/Receptionist

Medical Reception/Receptionist. A program that prepares individuals, under the supervision of office managers, nurses, or physicians, to provide customer service, visitor reception, and patient intake and discharge services. Includes instruction in medical office and health care facility procedures, medical terminology, interpersonal skills, record-keeping, customer service, telephone skills, data entry, interpersonal communications skills, and applicable policies and regulations.

No schools available for the program

Receptionist



Receptionist. A program that prepares individuals to perform frontline public relations duties for a business, organization, or answering service. Includes instruction in telephone answering techniques, responding to information requests, keeping caller and/or visitor records, placing business calls, operating telephone switchboards and/or other communications equipment, relaying incoming and interoffice calls, schedule maintenance, and public relations skills.

No schools available for the program

General Office/Clerical and Typing Services

General Office Occupations and Clerical Services. A program that prepares individuals to provide basic administrative support under the supervision of office managers, administrative assistants, secretaries, and other office personnel. Includes instruction in typing, keyboarding, filing, general business correspondence, office equipment operation, and communications skills.

Institution	Address	City	URL
Northern Maine Community College	33 Edgemont Dr	Presque Isle	<a href="http://www.nmcc.edu">www.nmcc.edu</a>

### Maine Statewide Promotion Opportunities for Customer Service Representatives

O*NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
43-4051.00	Customer Service Representatives	100	2	8,100	\$27,330.00	\$0.00	16%	359
43-9041.01	Insurance Claims Clerks	96	2	1,810	\$31,380.00	\$4,050.00	-8%	22
43-9041.02	Insurance Policy Processing Clerks	95	2	1,810	\$31,380.00	\$4,050.00	-8%	22
43-4031.03	License Clerks	95	2	1,190	\$27,650.00	\$320.00	9%	37
43-4011.00	Brokerage Clerks	94	3	270	\$39,120.00	\$11,790.00	-13%	8
13-2053.00	Insurance Underwriters	93	3	460	\$56,090.00	\$28,760.00	-1%	12
43-3021.02	Billing, Cost, and Rate Clerks	93	3	1,990	\$27,580.00	\$250.00	1%	28
43-4141.00	New Accounts Clerks	93	2	210	\$28,080.00	\$750.00	-14%	6
43-4131.00	Loan Interviewers and Clerks	93	2	770	\$28,060.00	\$730.00	-9%	14
43-6011.00	Executive Secretaries and Administrative Assistants	91	3	3,330	\$38,830.00	\$11,500.00	6%	76
13-2081.00	Tax Examiners, Collectors, and Revenue Agents	91	3	450	\$36,790.00	\$9,460.00	5%	13
43-6014.00	Secretaries, Except Legal, Medical, and Executive	91	2	10,400	\$28,260.00	\$930.00	-6%	172
43-3051.00	Payroll and Timekeeping Clerks	91	3	650	\$30,470.00	\$3,140.00	-3%	17



29-2071.00	Medical Records and Health Information Technicians	90	3	760	\$29,180.00	\$1,850.00	16%	34
43-4031.01	Court Clerks	90	2	1,190	\$27,650.00	\$320.00	9%	37

### Top Industries for Receptionists and Information Clerks

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Offices of physicians	621100	14.38%	168,583	211,471	25.44%
Offices of dentists	621200	5.23%	61,282	72,410	18.16%
Employment services	561300	5.17%	60,615	64,849	6.98%
Personal care services	812100	4.78%	56,064	61,450	9.61%
General medical and surgical hospitals, public and private	622100	3.58%	42,004	46,301	10.23%
Veterinary services	541940	2.95%	34,644	45,565	31.52%
Legal services	541100	2.93%	34,336	37,551	9.36%
Fitness and recreational sports centers	713940	2.48%	29,086	38,587	32.67%
Local government, excluding education and hospitals	939300	2.40%	28,191	31,532	11.85%
Religious organizations	813100	2.14%	25,083	29,971	19.49%
Offices of real estate agents and brokers	531200	2.13%	24,925	30,230	21.28%
Colleges, universities, and professional schools, public and private	611300	1.68%	19,699	21,943	11.39%
Elementary and secondary schools, public and private	611100	1.57%	18,379	19,284	4.93%
Accounting, tax preparation, bookkeeping, and payroll services	541200	1.32%	15,532	18,341	18.09%
Automobile dealers	441100	1.11%	12,993	14,675	12.95%

### Top Industries for Customer Service Representatives

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Telephone call centers	561420	5.03%	110,675	126,965	14.72%
Employment services	561300	4.84%	106,483	148,245	39.22%
Depository credit intermediation	522100	4.77%	105,059	117,823	12.15%
Insurance agencies and brokerages	524210	4.41%	97,174	120,909	24.43%
Management of companies and enterprises	551100	2.99%	65,953	83,634	26.81%
Grocery stores	445100	2.59%	57,064	68,486	20.02%
Wireless telecommunications carriers (except satellite)	517200	2.46%	54,074	80,945	49.69%



Direct insurance (except life, health, and medical) carriers	524120	2.10%	46,190	53,107	14.98%
Wired telecommunications carriers	517100	1.74%	38,387	33,149	-13.64%
Local government, excluding education and hospitals	939300	1.69%	37,222	45,996	23.57%
Other nondepository credit intermediation, including real estate credit and consumer lending	522290	1.66%	36,455	48,088	31.91%
Electronic shopping and mail-order houses	454100	1.59%	35,119	48,321	37.59%
Computer systems design and related services	541500	1.52%	33,399	49,604	48.52%
Management, scientific, and technical consulting services	541600	1.49%	32,813	64,437	96.38%
Cable and other program distribution	517500	1.36%	30,016	44,718	48.98%