BRIGHT FACT SHEET

Do you have the right people for excellent customer service?

Top customer service is a competitive advantage.
Find the right people to serve your customers – with BRIGHT.

ABOUT BRIGHT

BRIGHT is designed for screening and selection of employees in customer service roles (retail, security, hotels, transportation, recreation, call centres etc.).

BRIGHT is flexible and can be customized to include only those service behaviours needed to identify job seekers, who possess the potential for customer service that match company specific criteria.

SCALES

BRIGHT includes separate validated scales measuring the following behaviours and attitudes:

+ Integrity
+ Diligence
+ Service-Mindedness
+ Social Confidence
+ Stress Tolerance
+ Sales Self-Efficacy

DEVICES

Desktop/Laptop devices (PC or Mac) are recommended to complete BRIGHT. Tablets and mobile phones are not.

LANGUAGES

BRIGHT is available in Danish, Chinese (Mandarin), Finnish, English, Norwegian, Polish, Spanish, and Swedish.

PSYCHOMETRIC PROPERTIES

RELIABILITY:

Cronbach's Alpha:

+ EFPA Rating[1]: ★★★☆

+ Mean α = 0.82 (0.72 - 0.93)

VALIDITY:

Item-test correlations:

+ Mean/min. r = 0.55 / 0.30

Content Validity:

+ Approved by a panel of subject matter experts.

NORMS

The norm groups specifically represent people within customer service vocations. The current norms are from 2019, and includes Danish, Finnish, Mexican, Norwegian, Swedish, and International norms.

+ EFPA Rating[1]: ★★★★

RESPONSE VALIDATION

A short measurement of response validity can be included in the BRIGHT. This enables the customer to easily screen out any biased and invalid responses due to factors like social desirability or impression management.

TEST POLICY

BRIGHT is designed to be a straight-forward recruitment tool and requires no certification for users. Master offers online training and implementation workshops to help customers improve their workflow with BRIGHT.

Testing procedures should always adhere to Master's best practice guidelines.

REFERENCES

Gupta, N., Ganster, D.C. & Kepes, S. (2013): *Assessing the validity of sales self-efficacy: a cautionary tale. Journal of Applied Psychology. Jul;98(4):690-700.*

Birkeland, S. A., Manson, T. M., Kisamore, J. L., Brannick, M. T., & Smith, M. A. (2006): *A Meta-Analytic Investigation of Job Applicant Faking on Personality Measures. International Journal of Selection and Assessment, 14(4), 317–335.*

Judge, T. A., Rodell, J. B., Klinger, R. L., Simon, L. S., & Crawford, E. R. (2013): *Hierarchical representations of the five-factor model of personality in predicting job performance: integrating three organizing frameworks with two theoretical perspectives. The Journal of Applied Psychology, 98(6), 875–925.*

Notes:

[1] Based on the evaluation guidelines in the revised test review model published by European Federation of Psychologists' Association (EFPA)

"We use BRIGHT when we hire our security personnel, and use our customers' criteria as part of the evaluation, so we can work towards the perfect service profile."

HR MANAGER LAILA MADSEN, SECURITAS A/S

BRIGHT is one of many solutions available on the Master People Platform, bringing all of your assessment tasks together in a unified efficient workflow.

master™
VALUE PEOPLE