

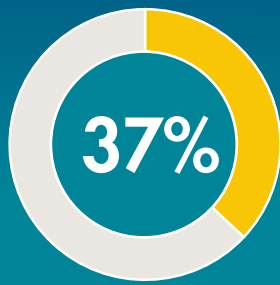
Effectively Measure Communication Skills With SkilTrak

How can you ensure that your employees will know how to effectively communicate with customers through text chat and email, along with traditional phone calls? That's where SkilTrak comes in. With the SkilTrak assessment, candidates react to calls and emails from "customers," creating a realistic job simulation that measures how quickly and accurately someone can respond to customers electronically.

Do Gen Z candidates have the electronic communications skills needed for the workforce?



While Gen Z is known as the "digital native" group, they still tend to struggle with using legacy technology.



of Gen Zers feel that their school educations did not adequately prepare them with the digital skills needed to propel their careers, according to a Dell Technologies international survey.



A majority (56%) of Gen Z added that they had very basic-to-no digital skills education.



SkilTrak has candidates handle a variety of customer situations such as entering customer information, looking up product information, answering questions, and composing emails. Each candidate report provides you with important information you can use to make better hiring decisions.

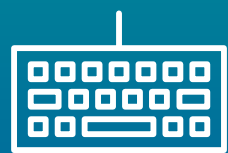
Competencies Measured by SkilTrak:



Data entry speed and accuracy



Email composition skills



Keyboarding speed and accuracy

Reach out to empselect@loma.org to learn more about SkilTrak and all of our Home Office Assessments.

Sources:

Neil C. Hughes, "Is Gen Z ready for office life, Cybernews, April 8, 2023, <https://cybernews.com/editorial/is-gen-z-ready-for-office-life/>

Andrea M. Pantaloni, "What skills will be needed for Gen Z workers," CGS, August 19, 2021, <https://www.cgsinc.com/blog/what-skills-will-be-needed-generation-z-workers>

Chloe Berger, "America is failing to prepare Gen Z," Forbes, February 22, 2023, <https://fortune.com/2023/02/02/gen-z-tech-skills-gap-workplace/>