



cdaq receives the British Psychological Society's quality mark

Building on the review process that was discussed in our last newsletter, the British Psychological Society (BPS) has introduced **Test Registration** as a quality benchmarking scheme. The process, which is administered by the BPS's Psychometric Testing Centre (PTC) is designed to protect employers and members of the public from less rigorous and less objective tests that do not deliver robust or consistent assessments of personality. Validity, reliability and norm groups are all important criteria that are taken into consideration by the Test Registration.

We are delighted that cdaq is one of the first tests to meet this exacting standard. A list of tests that have been registered is shortly to be added to the BPS's website www.psychtesting.org.uk so that organisations can make more informed decisions about which psychometric tools to use.



cdaq Accreditation Training - a new route to qualification

In this edition....

cdaq receives the British Psychological Society's quality mark

cdaq accreditation training

using cdaq to understand customer buying patterns

validation opportunities

This training is designed for individuals who have no background in psychology and no previous training in the use of psychometric instruments. It provides a thorough grounding in the concepts required to use cdaq. It is not linked to the British Psychological Society's (BPS) Level A or B but does, however, cover those elements of the BPS Level A and B qualifications that we believe are necessary for the competent use of cdaq.

The course lasts for three days and includes the opportunity to practice feedback techniques.



Time is also dedicated to the more practical aspects of psychometric use such as how to incorporate testing into the selection process and what the broader ethical issues are when using psychometric tests.

Using cdaq to understand customer buying patterns

We have recently completed work on a ground breaking study, using cdaq to profile customers' buying preferences.

Our client, a mobile phone retailer, wanted to enhance the sales effectiveness of their retail teams. Customer focus groups were held throughout the country and attendees were encouraged to recall previous retail experiences and verbalise the thought processes that they went through when buying a mobile phone. This technique allowed us to identify customers' subconscious buying preferences, by analysing verbal responses against a number of key cdaq cues linked to the underlying cdaq dimensions.



This analysis provided new insights into the way that this group of customers prefer to have information presented to them and to make choices about mobile phones and tariffs. These behavioural preferences have been incorporated into a sales training programme, enabling the retail team to engage the customer more effectively.

We are currently carrying out a similar study for one of the major banks.

Validation opportunities

Our validation of cdaq is ongoing and we are committed to collecting and analysing data to enhance cdaq's utility as a selection and development tool. As part of this development we are looking to identify a partner to work with us to look at the relationships between job performance and the cdaq dimensions. Ideally we would need access to at least 100 employees who would complete cdaq and for whom performance data was available (e.g.

personal sales figures or appraisal ratings). There would be no charge for this study.

This is an invaluable opportunity for an organisation to gain a better understanding of how performance can be predicted within their business. If you are interested in discussing this opportunity in greater detail then please **contact Lisa Michelangeli on 0113 2739001.**

For more information, or to try cdaq call Lisa or Kim on 0113 273 9001 or visit us at cdaq.co.uk to arrange to complete cdaq and receive your free Personal Feedback Report