THE RELATIONSHIP BETWEEN PERSONALITY TRAITS
AND WORK PERFORMANCE OF CALL CENTRE AGENTS

by

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submitted in part fulfilment of the requirements for the degree of

MASTER OF COMMERCE

in the subject

INDUSTRIAL AND ORGANISATIONAL PSYCHOLOGY

at the

UNIVERSITY OF SOUTH AFRICA

SUPERVISOR: MR Z.C. BERGH

NOVEMBER 2005
I declare that THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND WORK PERFORMANCE OF CALL CENTRE AGENTS is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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SIGNATURE        DATE

(Mrs E. van der Linde)
SUMMARY

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The general aim of the research is to determine the relationship between personality traits as measured by the Customer Contact Styles Questionnaire (CCSQ 7.2) and work performance as measured by means of internal company data sources, of call centre agents. Recent literature indicates a significant relationship between personality traits and work performance. The emphasis in this research is on the factor analytical or trait approach of personality.

The sample consisted of 300 call centre agents. The relationship between personality traits and work performance is discussed in terms of descriptive statistics, correlations and multiple regression analyses. The results indicate a relationship between the personality traits of analytical thinking, detail consciousness, conscientiousness, structuredness and work performance as measured by the level of financial incentives for call centre agents. This finding could be implemented in the selection and performance management of call centre agents.

Key terms: personality; work performance; call centre agents; Customer Contact Questionnaire (CCSQ 7.2); factor analytical approach; trait theory; work performance measurement; incentive; work performance management
ACKNOWLEDGEMENTS

To:

Mr Ziel Bergh, my supervisor who provided guidance and advice in the completion of this study.

Rentia Coetzer, Roald Muller and Graham Gould, without whose support and participation this research project would not have been possible. Thank you for being role models and mentors in the field of Industrial and Organisational Psychology.

Marina Hatting, fellow student and best friend, for being there for me, giving me mutual support and always willing to assist where possible.

Renier van der Linde, my husband, and Johan and Cathy Posthumus, my parents, for their encouragement and support, and always being there and believing in me.

Last of all, I thank our Father above, without whom this study would never have been possible.
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