

In daily practice, it can be difficult to establish a long-term and permanent change in behavior. Most of the time, people are not aware of their behavior; according to a large number of scientists, at least 95% of our behavior is unconscious whereas only 5% is conscious.



Tricom behavioral analysis: you need an objective outsider to hold the mirror.

This leaflet shows you how The Observer® XT can be used for behavior analysis in the training of a manager or sales person. The Observer XT facilitates the study of behavior, and provides you with accurate results which help to increase the awareness of behavior amongst managers, sales representatives, and other employees.

COLLECT DATA

The Observer XT enables the accurate recording of behaviors and verbal comments of trainees. Tricom collects data by observing trainees, preferably in their own work environment. After data collection and analysis, Tricom delivers an objective and concrete report with a description of the observations and the results. This report enables the trainees to be aware of their unconscious behaviors. With this practical approach, trainees can work on their attitude to be able to reach their personal targets or goals.

Training and coaching for sales and management

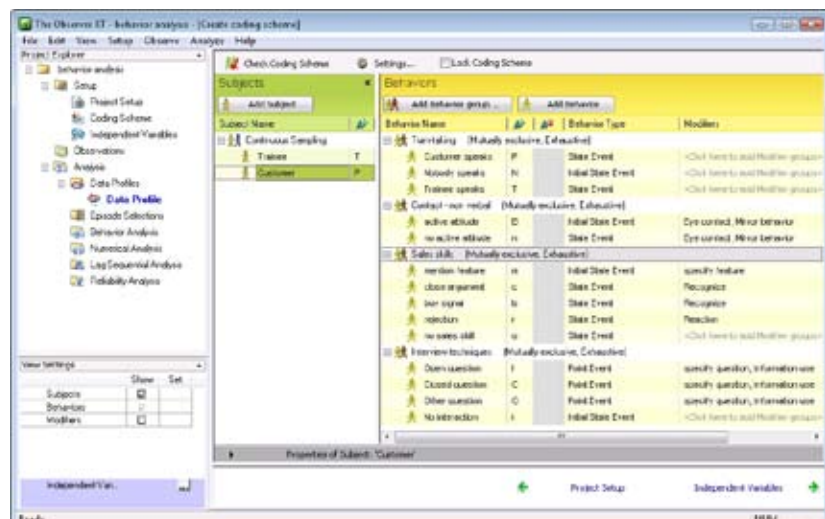
Recently, the training agency Tricom[1] has developed a new assessment tool which gives sales representatives and managers more insight into their own behavior. As a result, they learn to communicate more efficiently.

Understanding your own behavior is essential when you want to create a long term, high quality relationship with your customers or employees. Companies will invest a lot of money to train and coach their employees in different sales techniques. As behavioral change plays a big role in these trainings, Tricom developed an assessment tool with which cause and effect of behavior can be pinpointed exactly.

The conversation between the trainee and the employee or customers is recorded on video. This ensures that the trainer can give clear examples of behaviors afterwards. Furthermore, the best feedback can be given when the recordings take place in a natural work environment.

Set up a coding scheme

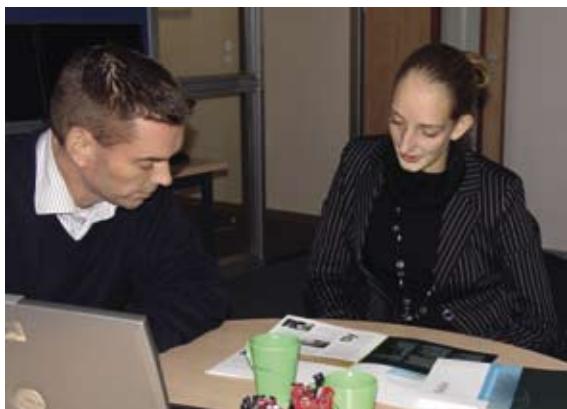
All relevant behaviors, subjects, and modifiers can be specified in a coding scheme before or during observation. The coding scheme can consist of four behavior groups: 'contact', 'interview techniques', 'turn-taking', and 'sales skills'. Take for example turn-taking sequences: The Observer XT enables the calculation of the exact time the customer speaks, the trainee speaks, or nobody speaks. The coding scheme can be adjusted to a specific research question. For instance, you can easily add a subject or a specific behavior.



Set up a coding scheme

Code behaviors and log comments

In The Observer XT, behaviors are coded by means of self-defined keystrokes or mouse-clicks, which are automatically assigned to a timestamp. You can also log comments to qualitatively classify your results. For example, Tricom transcribes specific parts of a conversation. The Observer XT enables you to watch the video next to the transcribed conversation.



Record the behavior of the trainee with one or multiple cameras

Video recordings

Working with The Observer XT has some distinct advantages over using paper-and-pencil. If you use video in The Observer XT, it shows you a direct link between the coded behaviors and the video material. You and your trainees can see exactly which behaviors, for instance, evoke negative responses. Critical errors are shown instantly. As a result, trainees recognize these errors in their behavior. From experience, Tricom has learned that a confrontation with video material is most effective in these kinds of training projects. Of course, a sharp analysis of behaviors precedes this confrontation.

SELECT AND ANALYZE DATA

After coding the observations, Tricom analyzes the data and provides its customers with a Quick scan in which the behavior characteristics of the trainee observed are described in detail.

Explore results

The Observer XT provides detailed visualizations which help you to explore results. Next to that, the advanced find functionality enables you to find relevant data quickly. Search for 'closed question' and find all events coded as such.

After exploration, you can use The Observer XT to perform a powerful statistical analysis or export data to a statistical program of your choice. The Observer XT also contains the option to export data to a CD or DVD. With The Observer XT, you can produce reports and quick scans quickly while the software generates the statistics in which you are interested.

Select and analyse data

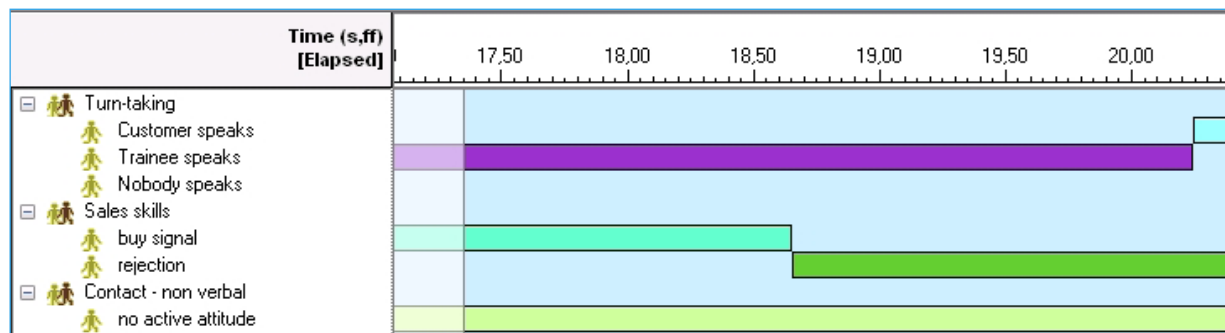
Specify the parts which are relevant for analysis by filtering the appropriate behaviors, subjects, and modifiers. For example, determine if the trainee holds eye contact while he answers difficult questions. With The Observer XT, it is easy to select specific video fragments and analyze them using your research question. The Observer XT offers descriptive statistics of the coded behavior.

Present data

A wide range of presentation options is offered as well, to facilitate communicating the results to others. Important video fragments can be selected and a highlights video clip can be created to illustrate the outcomes.

Feel free to contact us or one of our local representatives for more references, client lists, or more detailed information about The Observer XT.

WWW.NOLDUS.COM



Visualization of your data helps you to explore your results.

[1] Tricom bv, training agency Wageningen, The Netherlands. Website: www.tricom-bv.nl