



Propel Yourself Now

CAR STATEMENTS

C.A.R. stands for Challenge, Action, and Result.

Look at your resume and ask yourself these 3 questions:

1. What challenges did you face when you worked in each position?
2. What actions did you take to overcome those challenges?
3. What results came out of those actions to overcome the challenges?

When you put these together to form one sentence, it is called a C.A.R. statement.

Here is an example of how to create a C.A.R. statement:

Example: You were a Customer Service Representative. You answered phones, provided customer service, kept the customers happy, and resolved issues related to customer dissatisfaction.

Challenge: You noticed there were calls going unanswered, resulting in a lower rate of customer satisfaction, and issues not being resolved in a timely manner (because customers had to keep calling back).

Action: You suggested a two-line phone system that rerouted callers to an answering system, where they could ask their questions and get a return call within 24 hours.

Result: Issues were resolved in a timely manner, customers were very happy with the streamlined service they received, and overall customer satisfaction increased.

What would the C.A.R. statement look like in this situation?

Short statement (good option):

Introduced a streamlined phone system that increased overall customer satisfaction.

More detailed statement (better option):

Recommended two-line phone system that improved efficiency throughout the customer service department, resulting in streamlined service and an increase in customer satisfaction.

Statement with quantitative results (best option):

Recommended two-line phone system that improved efficiency by 50% within 1 month throughout the customer service department, resulting in streamlined service and an 15% increase in customer satisfaction.

You should have at least 5 C.A.R. statements on your resume.