

How May I Help You?

Call Log/Evaluation

Company Name: **Bank of Nova Scotia Visa**

Number: **1 888 882-8958**

Category: **Credit**

Final Total: **90.3 %** Rank: **2**

The CBC caller will be shopping around for interest rates for a balance transfer. They should ask how this will work, and enquire whether balance transfer cheques are available. The caller will be wanting to transfer \$5000 from a HBC department store credit card to their credit card account. Will work best if calling with an account.

CALL LOG			
CALL 1			
WEEKDAY			
Time	Action		
0:14	Option #1 – choose visa cards, or mortgage options, or RRSP, or etc		
0:26	Human answers, no queue - Clear, helpful, friendly		
2:05	End of call		

CALL 2 WEEKNIGHT			
Time	Action		
0:04	Option #1 – chose Visa		
0:15	Put in queue		
0:25	Human answers		
	- gives two options of types of cards that I could transfer my balance to and delineates the advantages of each – more info than call #1		
2:57	End of Call		

CALL 3 WEEKEND	Date	Time	Caller
	Mar 10/07	9:31 am	Karin
Time	Action		
0:03	No language option. Option #1 – choose credit card		
0:27	Option #2 – choose all other credit cards		
0:42	Human answers, no queue		
	- rate is 3.9% on the no fee card, and it goes up to 13.9% after 6 months		
	- I would have to get approved for a Bank of Nova Scotia credit card and agree to a credit check. Once approved, the transfer could be done immediately		
	- It would take 7-10 days for the Visa card to arrive, but you can transfer your balance before that		
	- Informs me that they're open 24 hours a day, 7 days a week		
	- He's very friendly and clear		
3:22	End of Call		

PART 1 – AUTOMATED SYSTEM

1/ Exiting Automated System						
Note: if a human answers the phone directly, please score 65 and move to Part 2 (question 8)						
CALL 1						
0	5	10	15	<u>20</u>	65	Total 20
Unable to Navigate Out of AS	Placed in queue after more than 2 mins navigating menus	Placed in queue after 1-2 mins navigating menus	Placed in queue after 30 secs to 1 min navigating menus	Placed in queue after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	
CALL 2						
0	5	10	15	<u>20</u>	65	Total 20
Unable to Navigate Out of AS	Placed in queue after more than 2 mins navigating menus	Placed in queue after 1-2 mins navigating menus	Placed in queue after 30 secs to 1 min navigating menus	Placed in queue after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	
CALL 3						
0	5	10	<u>15</u>	20	65	Total 15
Unable to Navigate Out of AS	Placed in queue after more than 2 mins navigating menus	Placed in queue after 1-2 mins navigating menus	Placed in queue after 30 secs to 1 min navigating menus	Placed in queue after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	
Average						18.3 /20

2/ Ease of Navigating Prompts						
CALL 1						
0	2	5	<u>7</u>	10		Total 7
Unable to Move through system	Prompts too long, filled with legalese	Prompts long, filled with CS clichés	Moderate length prompts	Short, user-friendly prompts		
CALL 2						
0	2	5	<u>7</u>	10		Total 7
Unable to Move through system	Prompts too long, filled with legalese	Prompts long, filled with CS clichés	Moderate length prompts	Short, user-friendly prompts		
CALL 3						
0	2	5	<u>7</u>	10		Total 7
Unable to Move through system	Prompts too long, filled with legalese	Prompts long, filled with CS clichés	Moderate length prompts	Short, user-friendly prompts		
Average						7 /10

3/ Time of wait provided				
CALL 1				
0	1	5	<u>10</u>	Total
No time of Wait ever Provided	Time of wait provided, but inaccurate	Time of wait provided once but never updated	Time of wait provided and updated regularly/ no time spent in queue	10
CALL 2				
0	1	5	<u>10</u>	Total
No time of Wait ever Provided	Time of wait provided, but inaccurate	Time of wait provided once but never updated	Time of wait provided and updated regularly/ no time spent in queue	10
CALL 3				
0	1	5	<u>10</u>	Total
No time of Wait ever Provided	Time of wait provided, but inaccurate	Time of wait provided once but never updated	Time of wait provided and updated regularly no time spent in queue	10
Average				10 /10

4/ Time in Queue to reach the Proper Person								
CALL 1								
0	2	4	6	8	9	<u>10</u>	Actual Length	Total
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute	0 sec	10
CALL 2								
0	2	4	6	8	9	<u>10</u>	Actual Length	Total
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute	10 sec	10
CALL 3								
0	2	4	6	8	9	<u>10</u>	Actual Length	Total
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute	0 sec	10
Average								10 /10

5/ Interrupting System			
Date of Call	Time of Call	Called by:	
0		<u>5</u>	Total
Caller has no way to interrupt voice prompts By keypad or with voice command		Voice menu prompts can be interrupted by keypad or voice command	5 /5

6/ Language options			
Date of Call	Time of Call	Called by:	
<u>0</u>	4	5	Total
One language only, No ability to switch	English or French option at start of call	English, French or OTHER language at start of call	0 /5

7/ Automated System Tone			
Date of Call	Time of Call	Called by:	
0	3	<u>5</u>	Total
Automated system tries to sound human, unprofessional	Automated system tries to sound human, is annoying	Automates system sounds professional, not preachy	5 /5

END OF PART 1

PART 2 – DEALING WITH PEOPLE

8/ Number of Transfers					
CALL 1					
0	2	3	5	<u>10</u>	Total
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	10
CALL 2					
0	2	3	5	<u>10</u>	Total
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	10
CALL 3					
0	2	3	5	<u>10</u>	Total
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	10
Average					10 /10

9/ Understanding/Comprehension					
CALL 1					
0	0	3	5	<u>10</u>	Total
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator slow to understand issue	Operator diction comprehension clear	10
CALL 2					
0	0	3	5	<u>10</u>	Total
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator slow to understand Issue	Operator diction comprehension clear	10
CALL 3					
0	0	3	5	<u>10</u>	Total
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator takes time to understand Issue	Operator diction comprehension clear	10
Average					10 /10

10/ Operator Demeanor								
Note: rate operator who deals with main issue								
CALL 1								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
CALL 2								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
CALL 3								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
							Average	10 /10

11/ Repetition		
Date of Call	Time of Call	Called by:
<u>0</u>		<u>5</u>
Caller asked to repeat Information (name, account Number, issue, etc) entered Into system		When caller reaches person, not asked to repeat any information
		Total 5 /5

12/ No Hang Ups	
CALL 1 2 3 (circle)	
DEDUCT 10	Total
System does not understand Caller commands, keypad commands So hangs up	/-10

END OF PART 2

PART 3 - BONUS

13/ Muzak/Ads – BONUS		
ALL CALLS		
0	+ 5	Total
Annoying muzak and/or Ads played while on hold, Unable to disable	Caller allowed to disable muzak/ads	/+5 BONUS

14/ No one available Options – BONUS		
ALL CALLS		
0	+ 5	Total
No option Given, Good-bye	Customer can leave a voice mail, told will be called back	/+ 5 BONUS

END OF PART 3 - BONUS