

# How May I Help You? Call Log/Evaluation

Company Name: **Flight Centre**

Number: **1 877 967 5302**

Category: **Travel**

Final score: **85.7 %** Rank: **5**

The CBC caller will be calling to see how much it will cost to fly from Toronto to Vancouver departing Toronto on April 10<sup>th</sup> around 10am and returning on April 17<sup>th</sup> around 12 noon. They are not booking, just getting a price. (For the Aeroplan calls, the caller should be checking to see if he/she has enough points for the above flight. An active Aeroplan account number will be provided).

<b>CALL LOG</b>			
<b>CALL 1</b>			
<b>WEEK DAY</b>			
Time	Action		
0:00	Put in a queue right away, no options to choose from - Automated voice is chipper, obnoxious, and the music is awful - Get to listen to fascinating facts about Flight Centre – quite unpleasant - Music is really loud		
1:45	Human answers - Very friendly, I now know his life story – he’s originally from Toronto, living in Vancouver now, but moving back tomorrow, etc etc		
5:00	End of Call		

CALL 2 WEEK NIGHT			
Time	Action		
0:00	Put in queue right away, no options		
0:32	Human answers - Friendly, though not as outrageously so as call #1 - Asks which airline I'd like to fly with – strange question - Computer system for looking up flights is slower on this call		
4:23	End of Call		

CALL 3 WEEK END			
Time	Action		
0:00	Put in queue right away		
0:51	Human answers - he has to load up software to check prices		
1:29	Software is loaded - he gives me a quote of \$641.66, but tells me some cheaper options at other times of day - Friendly - Informs me that the weekend I want to go is the Whistler snowboarding championship, so the flights are going fast and I'd better book soon		
4:21	End of Call		

# PART 1 – AUTOMATED SYSTEM

<b>1/ Exiting Automated System</b>						
Note: if a human answers the phone directly, please score 65 and move to Part 2 (question 8)						
<b>CALL 1</b>						
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)	
<b>CALL 2</b>						
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)	
<b>CALL 3</b>						
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)	
Average						20 /20

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

<b>3/ Time of wait provided</b>				
<b>CALL 1</b>				
<u>0</u>	1	5	10	Total 0
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	
<b>CALL 2</b>				
0	1	5	<u>10</u>	Total 10
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	
<b>CALL 3</b>				
0	1	5	<u>10</u>	Total 10
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	
Average				6.7 /10

<b>4/ Time in Queue to reach the Proper Person</b>								
<b>CALL 1</b>								
0	2	4	6	8	<u>9</u>	10	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	1 min 45 sec	9
<b>CALL 2</b>								
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	32 sec	10
<b>CALL 3</b>								
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	51 sec	10
Average								9.7 /10

5/ Interrupting System			
Date of Call	Time of Call	Called by:	
0	5		Total 5 /5
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	

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

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

END OF PART 1

# PART 2 – DEALING WITH PEOPLE

8/ Number of Transfers					
<b>CALL 1</b>					
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
<b>CALL 2</b>					
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
<b>CALL 3</b>					
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					
<b>CALL 1</b>					
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
<b>CALL 2</b>					
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
<b>CALL 3</b>					
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

<b>10/ Operator Demeanor</b>								
Note: rate operator who deals with main issue								
<b>CALL 1</b>								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
<b>CALL 2</b>								
0	2	4	5	6	<u>8</u>	10	Total	
Rude			Indifferent			Professional, serious	8	
<b>CALL 3</b>								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
							Average	9.3 /10

<b>11/ Repetition</b>		
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

<b>12/ No Hang Ups</b>	
<b>CALL 1 2 3 (circle)</b>	
<b>DEDUCT 10</b>	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
<u>Annoying muzak</u> and/or Ads played while on hold, Unable to disable	Caller allowed to disable muzak/ads	0 /+5 BONUS

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

**END OF PART 3 - BONUS**