

# How May I Help You? Call Log/Evaluation

Company Name: **Globe and Mail**

Number: **416 585-5000**

Category: **Media**

Final Score: **83.2 %** Rank: **9**

The CBC caller will be inquiring about changing the address during a vacation.

<b>CALL LOG</b>			
<b>CALL 1</b>			
<b>WEEK DAY</b>			
Time	Action		
	NOTE: called the general Globe and Mail number this time, and was put through to the right person, but suggested that I call the specific subscription number next time		
0:06	Option of entering 4 digit extension to reach a specific person, or press 0 for operator		
0:20	Reach operator, who transfers me to the subscription dept		
0:50	Reach the correct person - very friendly, knows the answer right off the bat		
1:31	End of Call		

CALL 2 WEEK NIGHT			
Time	Action		
0:20	NOTE: This call was made to the subscription number Say phone number that the subscription is under		
0:28	Automated system verifies phone number		
0:39	Automated system verifies street number for subscription		
0:52	Option #1 – Choose “listen to all options” at end of list because it’s not one of the first ones listed - then choose operator, because it’s not one of the longer list of options either		
1:17	Human answers, no queue - Not too friendly - Different answer from call #1. On call #1, the person said it was possible to have your subscription delivered to your Canadian vacation destination. On call #2, the person said this would not be possible on a short vacation – that it’s only “worth it” if you’re away for more than a month.		
2:30	End of Call		

CALL 3 WEEK END			
Time	Action		
0:00	No language option		
0:13	Choose existing subscriber option		
0:25	Enter phone number		
0:40	Confirm phone number		
1:06	Confirm house number		
1:20	Option #2 – choose “all options” because none of them is the right one		
1:30	Option #3 – choose operator		
1:47	Human answers, no queue - need to be away for a minimum of 2 weeks to get this service - Each time I've called there's been a different answer - She's friendly and quick		
2:45	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	<u>10</u>	15	20	65	Total 10
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	<u>10</u>	15	20	65	Total 10
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						13.3 /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	<u>5</u>	7	10		Total 5
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						8.3 /10

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

<b>4/ Time in Queue to reach the Proper Person</b>								
<b>CALL 1</b>								
0	2	4	6	8	9	<b><u>10</u></b>	Actual Length 30 sec	Total 10
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute		
<b>CALL 2</b>								
0	2	4	6	8	9	<b><u>10</u></b>	Actual Length 0 sec	Total 10
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute		
<b>CALL 3</b>								
0	2	4	6	8	9	<b><u>10</u></b>	Actual Length 0 sec	Total 10
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute		
Average								10 /10

<b>5/ Interrupting System</b>			
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

<b>6/ Language options</b>			
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

<b>7/ Automated System Tone</b>			
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					
<b>CALL 1</b>					
0	2	3	<u>5</u>	10	Total
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	5
<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					8.3
					/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	<u>5</u>	6	8	10	Total	
Rude			Indifferent			Professional, serious	5	
<b>CALL 3</b>								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
							Average	8.3 /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>	
CALL 1	2 3 (circle)
<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
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**

FINAL TOTAL			
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
13.3 /20	8.3 /10	10 /10	10 /10
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
5 /5	0 /5	5 /5	8.3 /10
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
10 /10	8.3 /10	5 /5	deduct 10
<b>13</b>	<b>14</b>		<b>TOTAL</b>
bonus 5	bonus 5		<b>83.2</b>