

How May I Help You?

Call Log/Evaluation

Company Name: **American Express**

Number: **1-800-668-2639**

Category: **Credit**

Final Score: **80.5 %** Rank: **10**

CALL LOG	
CALL 1	
WEEK DAY	
Time	Action
8s	Press 1 for English and 2 for French
19s	Enter Card #
37s	Automated message saying we are accessing your account
49s	Enter your year of Birth
1m	You can press 0 at anytime for a customer service agent
1m 15s	Press 3 to Transfer a Balance
1m 22s	To transfer a balance from another card press 1
1m 32s	... delighted to announce statements can now be printed in Braille
1m 44s	Hold for the first Available representative
1m 58s	Agent Answers
2m 12	Confirm your name
2m 21s	Security Questions
3m 11s	Update my employer since records are out of date
3m 25s	Update city and position of employment
3m 45s	Agent is looking into account...
4m 15s	Agent outlines balance transfer basics
6m 25s	Agent says that to explain how to do it would be best to speak to someone in the Balance Transfer Department. I agree to be transferred. Agent advises me that automatic payments are available and asks if she can send me a letter explaining the option. I agree and she confirms my mailing address.
7m 30s	She Transfers my call. Muzak starts.
8m 35s	Operator explains she has someone from the Balance Transfer Department on the line who will be able to help me.
9m 02s	Start conversation with new operator
10m 07s	Agent asks me to hold while he looks into my account to see if promotional

	offers are available. Muzak resumes.
11m 39s	Explains that I am eligible for a special ongoing interest rate and how to go about transferring a balance.
13m 05s	Thank you for calling American Express....
13m 18s	Bye.

CALL 2 WEEK END				
Time	Action			
0s	Thank you for choosing American Express			
6s	For service in English, press 1; for service in French, press 2			
15s	Call may be recorded for quality assurance purposes			
27s	Enter your card number			
43s	System accesses my account...			
51s	Enter the last 2 digits of your year birth			
1m	Statements can now be produced in Braille			
1m 15s	Please hold for the first available operator			
1m 19s	Transferring to an operator			
1m 28s	Questions for security reasons			
1m 58s	Operator asks for my name			
2m 05s	Operator asks for my Date of Birth			
2m 23s	The operator checks my account and asks if I received any balance transfer cheques in the mail. I say I may have but I can't remember.			
3m	Balance Transfers can sometimes be done on the internet			
3m 33s	Or with the cheques you received in the mail			
3m 50s	If you use the Balance Transfer cheques, the amount transferred is whatever is on the cheque.			
4m 05s	You cannot have Balance Transfer cheques sent out if you do not still have the ones you received			
4m 30s	Thanks			
4m 40s	Operator suggests I read all the details of the card agreement			
4m 55s	Operator suggests you pay off whatever you have on the card before you do a Balance Transfer because payments pay off the lowest rate first and purchases would sit and accrue at the higher rate.			
6m	Thanks			
6m 09s	Call ends			

CALL 3 WEEK NIGHT				
Time	Action			
2s	Thank you for choosing American Express			
9s	Press 1 for English, 2 for French			
13s	Call will be recorded for quality assurance purposes			

26s	Enter your card number
33s	Accessing you account
44s	For security reasons please enter the last 2 digits of your year of birth
1m 01s	Braille statements available
1m 17s	Hold for 1 st available representative
1m 30s	Operator answers and asks security questions
1m 56s	Starts to explain Balance Transfers
2m 40s	Payment Hierarchy
2m 56s	Balance Transfer are always going to be paid off first
3m 25s	Confirm mailing address
3m 28s	Puts me on hold while he checks about whether there are any balance transfer promotions available for me
4m 32s	Brandy from the Balance transfer dept. comes on the line
4m 48s	Interest rate is 12.99%. You will need the card number
5m 30s	There are no rate promotions right now. The marketing department sends them out.
5m 57s	Operator says to have the account number available when you call back to do a Balance transfer.
6m 27s	Bye
6m 30s	End 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	<u>10</u>	15	20	65	Total
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)	10
CALL 2						
0	5	<u>10</u>	15	20	65	Total
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)	10
CALL 3						
0	5	10	15	<u>20</u>	65	Total
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)	20
Average						13.3 /20

2/ Ease of Navigating Prompts						
CALL 1						
0	2	<u>5</u>	7	10		Total
Unable to Move through system	Prompts too long, filled with legalese	Prompts long, filled with CS clichés	Moderate length prompts	Short, user-friendly prompts		5
CALL 2						
0	2	<u>5</u>	7	10		Total
Unable to Move through system	Prompts too long, filled with legalese	Prompts long, filled with CS clichés	Moderate length prompts	Short, user-friendly prompts		5
CALL 3						
0	2	<u>5</u>	7	10		Total
Unable to Move through system	Prompts too long, filled with legalese	Prompts long, filled with CS clichés	Moderate length prompts	Short, user-friendly prompts		5
Average						5 /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								
<u>0</u>	2	4	6	8	9	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	9m 02s	0
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	4s	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	13s	10
Average								6.6 /10

5/ Interrupting System			
Date of Call Feb. 28	Time of Call 1:42pmET	Called by: Tennille	
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 Feb. 28	Time of Call 1:42pmET	Called by: Tennille	
0	4	5	Total 4 /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 Feb. 28	Time of Call 1:42pmET	Called by: Tennille	
0	3	5	Total 5 /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					
CALL 1					
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
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	<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
Average					6.6 /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 Feb. 28/07	Time of Call 1:42pmET	Called by: Tennille
0	5	Total
Caller asked to repeat Information (name, account Number, issue, etc) entered Into system	When caller reaches person, not asked to repeat any information	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	0 /-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	0 /+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	0 /+ 5 BONUS

END OF PART 3 - BONUS

FINAL TOTAL			
1	2	3	4
13.3 /20	5 /10	10 /10	6.6 /10
5	6	7	8
5 /5	4 /5	5 /5	6.6 /10
9	10	11	12
10 /10	10 /10	5 /5	deduct 0
13	14		TOTAL
bonus 0	bonus 0		80.5