

How May I Help You?

Call Log/Evaluation

Company Name: **Canadian Tire**

Number: **1 866-746-7287**

Category: **Retail**

Final score: **75.2** Rank: **13**

The CBC caller will be calling Chapters/Indigo, Sears Catalogue, HBC and Amazon.ca to find out the status of a current order. For Sears Home Repair, they will be asking if their washer/dryer is under warranty (for this request, specific information will be provided).

CALL LOG			
CALL 1	Date	Time	Caller
WEEK DAY			
Time	Action		
0:00	Call starts – automated system		
0:10	Language options presented		
0:12	Announcement: will be recorded for quality purposes		
0:15	Menu options		
0:45	Put into queue		
1:15	Answered by operator		
1:25	Deals with issue		
1:50	Call ends		

CALL 2 WEEK NIGHT	Date	Time	Caller
Time	Action		
0:03	Automated system starts		
0:08	Language options		
0:10	Announcement: call will be recorded		
0:20	Menu options		
0:30	Call placed in queue		
1:45	Call answered by operator		
1:50	Asks for order number		
2:20	Deals with call		
2:40	Call ends		

CALL 3 WEEK END	Date	Time	Caller
Time	Action		
0:02	Auto. system starts		
0:08	Lang. options		
0:17	Announcement: info could be used in survey/ representative available shortly		
0:32	Menu options		
0:40	Announcement: call could be used for training		
0:48	Placed in queue		
1:05	Call answered by operator		
1:10	Asks for order number		
1:25	Deals with call/refers to web		
1:45	Ends		

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	20	65	Total
Unable to Navigate Out of AS	Placed in queue after more than 2 mins navigating menus	Placed in queue after 1 min or less navigating menus	Placed in queue after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	20
CALL 2					
0	5	10	20	65	Total
Unable to Navigate Out of AS	Placed in queue after more than 2 mins navigating menus	Placed in queue after 1 min or less navigating menus	Placed in queue after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	20
CALL 3					
0	5	10	20	65	Total
Unable to Navigate Out of AS	Placed in queue after more than 2 mins navigating menus	Placed in queue after 1 min or less navigating menus	Placed in queue after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	10
Average					16.6/20

2/ Ease of Navigating Prompts					
CALL 1					
0	2	5	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	5	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	5	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	10	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	0
CALL 2				
0	1	5	10	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	0
CALL 3				
0	1	5	10	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	0
Average				0 /10

4/ Time in Queue to reach the Proper Person								
CALL 1								
0	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		10
CALL 2								
0	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		9
CALL 3								
0	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		9
Average								9.3 /10

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

6/ Language options			
Date of Call	Time of Call	Called by:	
0	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	5 /5

7/ Automated System Tone			
Date of Call	Time of Call	Called by:	
0	5		Total
Automated system tries to sound human, patronizing		Automated 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	10	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	10	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	10	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	10	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	10	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	10	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	10	Total
Rude			Indifferent			Professional, serious	10
CALL 1							
0	2	4	5	6	8	10	Total
Rude			Indifferent			Professional, serious	8
CALL 1							
0	2	4	5	6	8	10	Total
Rude			Indifferent			Professional, serious	10
							Average
							9.3 /10

11/ Repetition		
Date of Call	Time of Call	Called by:
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)	Total
DEDUCT 10 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