

# How May I Help You?

## Call Log/Evaluation

Company Name: **Microsoft**

Number: **1 800 668-7975**

Category: **Computer**

Final Score: **75.1 %** Rank: **14**

The CBC caller will be looking for technical support. They will tell the operator that they are unable to load digital camera software – and don't know why. They will be asking whether it's Microsoft or the computer manufacturer they should be calling. At some point when the operator asks if the system is working, the caller should say yes and end the call.

<b>CALL LOG</b>			
<b>CALL 1</b>			
<b>WEEK DAY</b>			
Time	Action		
0:11	Language option – English or French		
0:20	Option #1 – was your Windows system pre-installed		
0:30	Tells you to have your credit card number handy		
0:51	Put in queue - initially a series of loud beeps, then bad music		
1:13	Human answers, then immediately puts me on hold		
1:52	Same human answers again. Have to give my name and phone number and the product I'm inquiring about. I say I'm calling about a computer registered to my boyfriend, which causes some confusion <ul style="list-style-type: none"> <li>- at this point, she stops and reads from a script about how Microsoft endeavours to help me solve my issue</li> <li>- She is not very friendly, has some trouble understanding what I'm calling about, seems distracted and is difficult to hear</li> <li>- She isn't sure what I should do about my issue, and suggests that maybe I should call my computer manufacturer, but decides to transfer me to tech support</li> <li>- She has to fill out a form before transferring me, which takes over a minute. I then get a service request number, in case I get disconnected or have to call back</li> </ul>		
9:05	Transferred to queue for tech support		
9:45	Human #2 answers <ul style="list-style-type: none"> <li>- have some trouble with his diction, specifically the words "call number"               <ul style="list-style-type: none"> <li>- Need to repeat the info given to human #1</li> </ul> </li> <li>- He laughs at me because I'm calling while not in front of the computer I'm calling about</li> <li>- But then gives 3 tips on how I might solve my problem, without me having given him too much info – useful</li> <li>- Promises to send me an e-mail detailing the instructions he just gave</li> </ul>		

17:00	me, which would be handy. Receive an e-mail, but it just gives his name and my call number, and says to e-mail him if I have any problems, or to e-mail his manager if I have complaints.  End of call
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<b>CALL 2</b> <b>WEEK NIGHT</b>			
Time	Action		
0:10	Language option – English or French		
0:18	Was your software pre-installed? Input yes		
0:40	Automated system tells you that if your software was pre-installed, you should contact your computer manufacturer with any questions. Then says to stay on the line if you still have questions		
1:09	Put in queue		
1:33	Human answers <ul style="list-style-type: none"> <li>- need to give my full name, with spelling</li> <li>- Need to give them my phone number and e-mail address for reference</li> <li>- Person reads from a script saying that she's here to help me with my issue <ul style="list-style-type: none"> <li>- Asks what operating system I have, and what kind of camera</li> <li>- Asks me to click on My Computer – tell her I'm not in front of my computer at the moment, but that I do have the product number</li> <li>- She says that there are actually 3 numbers from the computer that I'd need for them to check whether I have warranty coverage, and that it's better if I call back when I'm in front of my computer</li> <li>- More knowledgeable than the person from Call #1, but doesn't put me through to the actual tech people and so I don't get any tips</li> </ul> </li> </ul>		
5:12	End of call		

<b>CALL 3</b> <b>WEEK END</b>	Date	Time	Caller
	Mar 10/07	4:55 pm	Karin
Time	Action		
0:08	Language selection – English or French		
0:18	Was your software pre-installed? Yes <ul style="list-style-type: none"> <li>- System tells you to call your system manufacturer instead for help if this is the case, but puts you in queue after all</li> </ul>		
1:08	Queue		
1:34	Human answers <ul style="list-style-type: none"> <li>- have to give name, phone number, e-mail address</li> <li>- Asks what camera I have – tells me to call Kodak first, then call them back</li> </ul>		
3:34	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	<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)	
<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						11.7 /20

<b>2/ Ease of Navigating Prompts</b>						
<b>CALL 1</b>						
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		
<b>CALL 2</b>						
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		
<b>CALL 3</b>						
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

<b>3/ Time of wait provided</b>				
<b>CALL 1</b>				
0	1	5	<b><u>10</u></b>	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, No queue	10
<b>CALL 2</b>				
0	1	5	<b><u>10</u></b>	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 queue	10
<b>CALL 3</b>				
0	1	5	<b><u>10</u></b>	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	10
Average				10 /10

<b>4/ Time in Queue to reach the Proper Person</b>								
<b>CALL 1</b>								
<b><u>0</u></b>	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	8 min 54 sec	0
<b>CALL 2</b>								
0	2	4	6	8	9	<b><u>10</u></b>	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	24 sec	10
<b>CALL 3</b>								
0	2	4	6	8	9	<b><u>10</u></b>	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	26 sec	10
Average								6.7 /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:	
0	<u>4</u>	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	4 /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	Automated 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	<u>3</u>	5	10	Total
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator slow to understand issue	Operator diction comprehension clear	3
<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					7.7 /10



# 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>
11.7 /20	7 /10	10 /10	6.7 /10
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
5 /5	4 /5	5 /5	8.3 /10
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
7.7 /10	4.7 /10	5 /5	deduct 10
<b>13</b>	<b>14</b>		<b>TOTAL</b>
bonus 5	bonus 5		<b>75.1</b>