

How May I Help You?

Call Log/Evaluation

Company Name: **CBC**

Number: **866-306-4636**

Category: **Media**

Final Score: **74.8 %** Rank: **15 (tie)**

What to Say: For the CBC, the caller will be trying to comment on a broadcast involving Rex Murphy. They will ask the operator first to speak to Rex Murphy, and then failing that, to give a comment on a recent broadcast.

CALL LOG			
CALL 1	Date	Time	Caller
Evening	March 8, 2007	19:21 ET	Caitlin
Time	Action		
	Answered immediately by machine.		
	English/French option.		
13 secs	Hold while call is transferred.		
36 secs	Press 1 for an attendant		
37 secs	Person answers. She tells me Rex Murphy isn't in the office, and asks what my comment was. I say I disagree with some of his comments in his last commentary and wanted to discuss it with him. She says I can call back tomorrow between 9-5 to speak with Audience Relations.		

CALL 2	Date March 9, 2007	Time 15:26	Caller Caitlin
Time	Action		
	Answered by machine		
	English network, press one (but French instructions continue)		
16 secs	Please hold		
23 secs	Menu – press one for attendant		
34 secs	In queue		
39 secs	Person answers – comments go through Talkback line. She transfers me there.		
	Talkback machine answers.		

CALL 3	Date March 10, 2007	Time 14:45 ET	Caller Caitlin
Time	Action		
	Machine answers.		
	English network, press one (French instructions continue)		
19 secs	Message says "Thank you for calling CBC, our switchboard hours are Mon-Fri... If you're calling about a reception problem, press 1.		

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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). If placed in the queue for an operator directly, score 20.

CALL 1						
0	5	10	15	20	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 immediately/ or in 30 seconds or less	Human answers call immediately (go to part 2)	
CALL 2						
0	5	10	15	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 immediately/ or in 30 seconds or less	Human answers call immediately (go to part 2)	
CALL 3						
0	5	10	15	20	65	Total 0
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						11.6/20

2/ Ease of Navigating Prompts

Note: If transferred to queue immediately, score 10.

CALL 1						
0	2	5	7	10		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		
CALL 2						
0	2	5	7	10		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		
CALL 3						
0	2	5	7	10		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

3/ Time of wait provided				
CALL 1				
0	1	5	10	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	
CALL 2				
0	1	5	10	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	
CALL 3				
0	1	5	10	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

4/ Time in Queue to reach the Proper Person								
CALL 1								
0	2	4	6	8	9	10	Actual Length 25 secs	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		
CALL 2								
0	2	4	6	8	9	10	Actual Length 5 secs	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		
CALL 3								
0	2	4	6	8	9	10	Actual length	Total 0
More than 6 minutes	5 - 6 minutes	4 - 5 minutes	3 - 4 minutes	2 - 3 minutes	1 - 2 minutes	Less than 1 minute		
Average								6.6 /10

5/ Interrupting System			
(from fourth call – only checking this parameter/ Also: If transferred to queue immediately, score 10.)			
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	5 /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	4 /5

7/ Automated System Tone			
Date of Call	Time of Call	Called by:	
0	3	5	Total
Automated system tries to Unprofessional, annoying	Automated system tries to sound human,	Automates 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 10
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	
CALL 2					
0	2	3	5	10	Total 5
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	
CALL 3					
0	2	3	5	10	Total 0
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	
Average					5 /10

9/ Understanding/Comprehension					
CALL 1					
0	0	3	5	10	Total 10
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator slow to understand issue	Operator diction comprehension clear	
CALL 2					
0	0	3	5	10	Total 10
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator slow to understand Issue	Operator diction comprehension clear	
CALL 3					
0	0	3	5	10	Total 0
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator takes time to understand Issue	Operator diction comprehension clear	
Average					6.6

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

11/ Repetition		
(if not asked for any information by system, score 5)		
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