

# How May I Help You? Call Log/Evaluation

Company Name: **Aeroplan**

Number: **1 800 361-5373**

Category: **Travel**

Final Score: **73.6 %** Rank: **16** (tie)

The CBC caller will be calling to see how much it will cost to fly from Toronto to Vancouver departing Toronto on April 10<sup>th</sup> around 10am and returning on April 17<sup>th</sup> around 12 noon. They are not booking, just getting a price. (For the Aeroplan calls, the caller should be checking to see if he/she has enough points for the above flight. An active Aeroplan account number will be provided).

<b>CALL LOG</b>			
<b>CALL 1</b>	Date	Time	Caller
	Feb 27/07	3:30 pm	Karin
Time	Action		
0:15	Language option – English or French		
0:20	Key in Aeroplan number		
	Two options before being transferred to an attendant		
1:32	Human answers, no queue - got an answer right away, direct and professional		
1:58	End of Call		

<b>CALL 2</b>	Date Feb 28/07	Time 6:27 pm	Caller Karin
Time	Action		
0:10	Language option		
0:20	Key in Aeroplan number		
0:46	Automatically gives me my point balance		
0:58	Option #1 – the options aren't very clear		
1:20	Option #2 – choose the airline you want to fly with		
1:41	Put in queue - gives estimated waiting time of 10 minutes - awful music and ads		
8:49	Phone rings, put on another type of hold with different music without having talked to a human		
9:28	Human answers - not too friendly, but efficient - Volunteers information on how much it would cost to buy the extra points I would need for my flight, so that I can compare whether it's worth buying a flight or buying the points		
10:55	End of Call		

<b>CALL 3 Evening</b>	Date Mar. 3/07	Time 3:14pm ET	Caller Tennille
Time	Action		
	Note: I called twice at 3:13ET but got a busy tone both times.		
0s	Welcome to Air Canada		
6s	Press 1 for English and 2 for French		
14s	Enter your Aeroplan number		
35s	Entry was invalid, please re-enter your aeroplan number		
42s	Re-enter Aeroplan number		
56s	Welcome		
1m	Your current balance is....		
1m 12s	Menu Options		
1m 36s	All agents are busy		
1m 44s	Your estimated wait time is 10 minutes		
8m 55s	Muzak stops		
9m	The operator answers		
9m 20s	Operator looks up information while I hold		
11m 13s	One passenger only		
11m 52s	It would cost 38 750 points. Flights leave at exact times requested		
12m 13s	Thanks		
12m 17s	End 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	<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 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						10 /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	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						8 /10

<b>3/ Time of wait provided</b>				
<b>CALL 1</b>				
0	1	5	<u>10</u>	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	<u>1</u>	5	10	Total 1
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	<u>5</u>	10	Total 5
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				5.3 /10

<b>4/ Time in Queue to reach the Proper Person</b>								
<b>CALL 1</b>								
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	0 sec	10
<b>CALL 2</b>								
<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	7 min 8 sec	0
<b>CALL 3</b>								
<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	10m 41s	0
Average								3.3 /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	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	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 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					10 /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	<u>8</u>	10	Total	
Rude			Indifferent			Professional, serious	8	
<b>CALL 2</b>								
0	2	4	5	6	<u>8</u>	10	Total	
Rude			Indifferent			Professional, serious	8	
<b>CALL 3</b>								
0	2	4	5	6	<u>8</u>	10	Total	
Rude			Indifferent			Professional, serious	8	
							Average	8
								/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	0
	/-10

**END OF PART 2**

# PART 3 - BONUS

13/ Muzak/Ads – BONUS		
ALL CALLS		
0	+ 5	Total
<i>Annoving muzak and/or</i> 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
<i>No option</i> Given, Good-bye	Customer can leave a voice mail, told will be called back	0  /+ 5 BONUS

**END OF PART 3 - BONUS**

FINAL TOTAL			
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
10 /20	8 /10	5.3 /10	3.3 /10
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
5 /5	4 /5	5 /5	10 /10
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
10 /10	8 /10	5 /5	deduct 10
<b>13</b>	<b>14</b>		<b>TOTAL</b>
bonus 5	bonus 5		<b>73.6</b>