

How May I Help You? Call Log/Evaluation

Company Name: **Rogers Wireless**
 Number: **1 877 764-3772**
 Category: **Telephone**
 Final Score: **72.3 %** Rank: **18**

The CBC caller will ask the operator for information about moving his/her phone service to a new apartment. The move (in the local city of the call) will take place effective March 31, 2007. It will work best if the caller does have a telephone service with the company.

CALL LOG			
CALL 1			
WEEK DAY			
Time	Action		
0:10	English option		
0:25	Option #1		
0:40	Option #2		
1:03	Choose whether you're calling about a cell phone, pager or blackberry		
1:20	Enter phone number		
1:44	Put in queue		
2:13	Human answers - have to verify phone number, postal code - I ask whether I can change the billing address, since it's my boyfriend's phone, or whether he has to – person says I can, since we share an address - Person offers that Chris could get a discount on other Rogers products if he bundled them - Ends with "Did this resolve the reason for your call?"		
4:02	End of Call		

CALL 2 WEEK NIGHT			
Time	Action		
0:10	Language option – English or French		
0:20	Option #1 – wireless, cable, internet or phone		
0:34	Have to say what you're calling about		
0:50	Confirm reason for your call		
1:00	Option #2 – which wireless product are you calling about		
1:16	Enter phone number		
1:32	Confirm phone number		
2:16	Put in queue		
2:42	Human answers - repeat phone number - Says I can't change Chris' address, because I'm not authorized on this account as a decision maker		
3:30	- Puts me on hold to double-check this		
4:27	Taken off hold – confirms that I can't change the address, says Chris would have to call in to add me to the authorized list		
4:50	End of Call		

CALL 3 WEEK END			
Time	Action		
0:09	Language option		
0:20	Which product are you calling about? Wireless		
0:33	How can I help you? Say "change of address"		
0:52	Choose which type of wireless product you're calling about – say wireless phone		
1:10	Say my phone number		
1:22	Confirm phone number		
1:39	Put in queue		
2:03	Human answers - friendly, efficient		
2:55	She has to check the new rules and regulations to answer my question - determines that I can in fact change the address for this account, since I live at the same address as Chris		
3:54	End of 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 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)	
CALL 2						
0	<u>5</u>	10	15	20	65	Total 5
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)	
CALL 3						
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						8.3 /20

2/ Ease of Navigating Prompts						
CALL 1						
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		
CALL 2						
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		
CALL 3						
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

3/ Time of wait provided				
CALL 1				
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	
CALL 2				
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	
CALL 3				
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	
Average				10 /10

4/ Time in Queue to reach the Proper Person								
CALL 1								
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	29 sec	10
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	26 sec	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	24 sec	10
Average								10 /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	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 sound human, unprofessional	Automated system tries to sound human, is annoying	Automates system sounds professional, not preachy	0 /5

END OF PART 1

PART 2 – DEALING WITH PEOPLE

8/ Number of Transfers					
CALL 1					
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 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	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					
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	<u>8</u>	10	Total	
Rude			Indifferent			Professional, serious	8	
CALL 2								
0	2	4	5	<u>6</u>	8	10	Total	
Rude			Indifferent			Professional, serious	6	
CALL 3								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
							Average	8
								/10

11/ Repetition		
Date of Call	Time of Call	Called by:
0	5	Total
<u>Caller asked to repeat</u> Information (name, account Number, issue, etc) entered Into system	When caller reaches person, not asked to repeat any information	0 /5

12/ No Hang Ups	
CALL 1	2 3 (circle)
DEDUCT 10	Total
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