

How May I Help You?

Call Log/Evaluation

Company Name: **West Jet**

Number: **888-937-8538**

Category: **Travel**

Final Score: **70.2 %** Rank: **19**

What to Say: Price flight from YYZ to YVR for 10am April 10th – Noon April 17th

CALL LOG	
CALL 1	
WEEK DAY	
Time	Action
2s	Welcome
9s	Something to the effect of 'this call is being recorded for quality assurance purposes'.
18s	Wait time of about 3 mins
20s	Ads start
45s	If you've been holding for more than 60 seconds, press *555, it won't do anything but it might make you feel better.
2m 50s	Operator Answers
3m 10s	Operators asks if I'm not able to look online at westjet.com. I just say that I didn't.
3m 23s	\$197 + tax at 9:45am
3m 33s	11:20am departure, \$197+tax Combined base fare is \$394 and the total fare with taxes is \$513.40
4m 03s	She explained you could book now and you would have the option of same day changes or cancellation but that they could not guarantee the price
4m 47s	She informed me that the only way to collect airmiles, if I was an airmiles collector, was by booking online.
4. 58s	End Call
	Note: The wait time was only provided once but I was only actually in the queue for about 2 minutes so I do not think it warranted a wait time update.

CALL 2 WEEK END			
Time	Action		
1s	Welcome		
5s	Higher than normal volume of calls		
23s	The anticipated wait time for your call is over 15 mins		
26s	Muzak starts		
11m 26s	Call answered by agent		
11m 55s	9:45am connecting flight or a direct flight at 11am		
12m 24s	Direct flight out of YVR at 11:30 in YYZ at 7pm		
13 05s	Prices can only be guaranteed until the end of the call		
13m 24s	Call ended		

CALL 3 WEEK NIGHT			
Time	Action		
0s	Welcome to Westjet		
6s	Please hold		
8s	The call may be monitored for quality assurance purposes		
14s	The anticipated wait time is 3 minutes		
22s	Operators answers		
47s	11:30am flight		
1m 10s	There is a quicker flight at 11:30 but it is more expensive		
1m 32s	flight arriving at 7pm with sale fare		
1m 49s	9:50am flight out of Toronto with a base fare of 176		
2m 03s	Same fare as 11:30am		
2m 11s	Round trip fare is 352		
2m 20s	\$468.88 total		
2m 36s	I say I'll call back		
2m 42s	The operator explains that fares are available subject to availability. The fare could go higher and you can book at westjet.com		
2m 54s	Bye		
2m 56s	End 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	10	15	<u>20</u>	65	Total
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)	20
CALL 2						
0	5	<u>10</u>	15	20	65	Total
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)	10
CALL 3						
0	5	10	15	<u>20</u>	65	Total
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)	20
Average						16.6 /20

2/ Ease of Navigating Prompts						
CALL 1						
0	2	5	7	<u>10</u>		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		10
CALL 2						
0	2	5	7	<u>10</u>		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		10
CALL 3						
0	2	5	7	<u>10</u>		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		10
Average						10 /10

3/ Time of wait provided				
CALL 1				
0	1	5	<u>10</u>	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 time spent in queue	10
CALL 2				
0	<u>1</u>	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/ no time spent in queue	1
CALL 3				
0	<u>1</u>	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 no time spent in queue	1
Average				4 /10

4/ Time in Queue to reach the Proper Person								
CALL 1								
0	2	4	6	<u>8</u>	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	2m 30s	8
CALL 2								
<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	11m	0
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	22s	10
Average								6 /10

5/ Interrupting System			
Date of Call Mar. 1/07	Time of Call 1:19pm ET	Called by: Tennille	
0	5	Total	0
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

6/ Language options			
Date of Call Mar. 1/07	Time of Call 1:19pm ET	Called by: Tennille	
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	0 /5

7/ Automated System Tone			
Date of Call Mar. 1/07	Time of Call 1:19pm ET	Called by: Tennille	
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	<u>6</u>	8	10	Total
Rude			Indifferent			Professional, serious	6
CALL 2							
0	2	4	5	6	8	<u>10</u>	Total
Rude			Indifferent			Professional, serious	10
CALL 3							
0	2	4	5	6	8	<u>10</u>	Total
Rude			Indifferent			Professional, serious	10
Average							8.6 /10

11/ Repetition		
Date of Call Mar. 1/07	Time of Call 1:19pm ET	Called by: Tennille
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)	
DEDUCT 10	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
Annoying muzak and/or 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
No option Given, Good-bye	Customer can leave a voice mail, told will be called back	0 /+ 5 BONUS

END OF PART 3 - BONUS