

How May I Help You? Call Log/Evaluation

Company Name: **Chapters Indigo**

Number: **1 800 832-7569**

Category: **Retail**

Final Score: **65.7 %** Rank: **21**

The CBC caller will be calling Chapters/Indigo and Amazon.ca to find out the status of a current order

CALL LOG			
CALL 1			
WEEK DAY			
Time	Action		
0:07	English or French option		
0:10	Put in queue		
	<ul style="list-style-type: none"> - horrible music, but the automated voice is professional sounding - At first, the automated voice says "If you wish to hold for the next available operator, please stay on the line." This makes you hope that you'll be given the option of leaving a message, but no. There is however an option of e-mailing them and getting a response that way within 24 hours - Constant repetition of "we value your business" and the same bit of a song over and over 		
11:10	Human answers. Had to give my name, address, the name of the person who made the order and the order number. He was a very slow speaker, but got the job done and was professional		
13:30	End of call		

CALL 2 WEEK NIGHT	Date Feb 28/07	Time 6:13 pm	Caller Karin
Time	Action		
0:08	Language option, put straight into queue		
0:29	Human answers, clear, concise, knowledgeable		
1:12	End of call		

CALL 3 WEEK END			
Time	Action		
0:00	Closed on weekends - gives e-mail address to contact instead (answer within 24 hours) or call back during business hours		
0:28	Hangs up		

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 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 after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	
CALL 2						
0	5	10	15	<u>20</u>	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 after 30 secs or less navigating menus	Human answers call immediately (go to part 2)	
CALL 3						
<u>0</u>	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						13.3 /20

2/ Ease of Navigating Prompts						
CALL 1						
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		
CALL 2						
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		
CALL 3						
<u>0</u>	2	5	7	10		Total 0
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						6.7 /10

3/ Time of wait provided				
CALL 1				
<u>0</u>	1	5	10	Total 0
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				
<u>0</u>	1	5	10	Total 0
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				3.3 /10

4/ Time in Queue to reach the Proper Person								
CALL 1								
<u>0</u>	2	4	6	8	9	10	Actual Length 11 min	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		
CALL 2								
0	2	4	6	8	9	<u>10</u>	Actual Length 21 sec	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								
<u>0</u>	2	4	6	8	9	10	Actual Length Hang up	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								3.3 /10

5/ Interrupting System			
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

6/ Language options			
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

7/ Automated System Tone			
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					
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	10	Total
Transferred More than 3 times	Transferred 3 times	Transferred 2 times	Transferred 1 time	First operator deals with issue	0 – Hang up
Average					6.7 /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	10	Total
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator takes time to understand Issue	Operator diction comprehension clear	0 – Hang up
Average					6.7 /10

10/ Operator Demeanor								
Note: rate operator who deals with main issue								
CALL 1								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
CALL 2								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
CALL 3								
<u>0</u>	2	4	5	6	8	10	Total	
Rude			Indifferent			Professional, serious	0 – Hang up	
							Average	6.7 /10

11/ Repetition		
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

12/ No Hang Ups	
CALL	1 2 3 (circle)
DEDUCT 10	Total
- hang up on call #3 – closed for weekend System does not understand Caller commands, keypad commands So hangs up	-10 /-10

END OF PART 2

PART 3 - BONUS

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

END OF PART 3 - BONUS