

# How May I Help You? Call Log/Evaluation

Company Name: **Rogers Cable**

Number: **1 888 764-3771**

Category: **Cable**

Final Score: **64 %** Rank: **23**

What to say: The CBC caller will ask the operator for information about moving his/her cable television account 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 cable account with the company

<b>CALL LOG</b>			
<b>CALL 1</b>			
<b>WEEK DAY</b>			
Time	Action		
0:08	English option		
0:25	Option #1 – cable, internet or phone		
0:50	Option #2		
1:00	Option #3		
1:18	Enter my phone number		
1:50	Put in queue - chipper ads, bad music		
3:40	Human answers - have to repeat what service I'm calling about, and give my account number - Various security questions - Answers my question - CSR cliché: "Have I resolved the reason for your call?"		
5:40	End of Call		

<b>CALL 2 WEEK NIGHT</b>			
Time	Action		
0:08	Choose language – English or French		
0:25	Option #1 – cable, internet, phone		
0:40	Say what the issue is you're calling about		
0:55	Confirm what it is you're calling about		
1:05	Say your phone number		
1:20	Confirm phone number with automated system		
1:40	Put in queue - music sounds fuzzy, bad ads - Repetition of "thank you for choosing Rogers"		
9:02	Human answers - repeat phone number, what I'm calling about - Answers my question, offers that I can already book a technician to come install my cable in the new apartment – didn't get offered this during the first call, but this could be because a technician can only be booked up to one month ahead - Person talks with a "street" intonation, making him hard to understand and not very professional		
10:59	End of Call		

<b>CALL 3 WEEK END</b>			
Time	Action		
0:16	Language option		
0:28	Option #1 – choose cable		
0:41	How can I assist you? I say "change of address"		
1:00	Confirm what I'm calling about		
1:15	Enter phone number		
1:30	Confirm phone number		
1:46	Put in queue - awful music		
2:33	Human answers - friendly - Have to give phone number again, address, name, postal code - To change my address, they'd need a date and the new address to set up a technician - If I give a week's notice, I can get my choice of date - They would give me a free transfer		
5:47	End of 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	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 3</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		
Average						10 /10

3/ Time of wait provided				
<b>CALL 1</b>				
<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	
<b>CALL 2</b>				
<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	
<b>CALL 3</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	
Average				3.3 /10

4/ Time in Queue to reach the Proper Person								
<b>CALL 1</b>								
0	2	4	6	8	<u>9</u>	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	1 min 50 sec	9
<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 22 sec	0
<b>CALL 3</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	47 sec	10
Average								6.3 /10

<b>5/ Interrupting System</b>			
Date of Call	Time of Call	Called by:	
0	<b>5</b>		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	<b>4</b>	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:	
<b>0</b>	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					
<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	<u>3</u>	5	10	Total
Cannot understand Operator	Operator doesn't comprehend issue	Operator diction hinders call	Operator slow to understand Issue	Operator diction comprehension clear	3
<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					7.7
					/10

<b>10/ Operator Demeanor</b>								
Note: rate operator who deals with main issue								
<b>CALL 1</b>								
0	2	4	<u>5</u>	6	8	10	Total	
Rude			Indifferent			Professional, serious	5	
<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	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
							Average	7.7
								/10

<b>11/ Repetition</b>		
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

<b>12/ No Hang Ups</b>	
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
<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**