

How May I Help You?

Call Log/Evaluation

Company Name: **National Post**

Number: **1 800 668-7678**

Category: **Media**

Final Score: **57.1 %** Rank: **28**

The CBC caller will be inquiring about whether the newspaper offers student rates.

CALL LOG			
CALL 1			
WEEK DAY			
Time	Action		
0:27	Put into queue		
0:33	Human answers - Knows the answer right away, they do offer student rates of \$30 for 3 months		
1:06	End of Call		

CALL 2 WEEK NIGHT				
Time	Action			
0:00	Long list of options, choose 0 for operator			
0:27	Human answers, no queue - She doesn't think they do offer student rates. Says that they do however offer discounted rates for new subscribers of \$10/month – this rate applies until they decide that you're no longer a new subscriber, when they raise the rates, but there isn't a set time for this			
1:10	End of Call			

CALL 3 WEEK END				
Time	Action			
0:00	Offices are closed, their hours on the weekend are Saturday only from 6 am to 3 pm, automated system is available after hours - tells me to call back during their hours			
1:14	Hangs up on me			

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				
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				
<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				6.7 /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	0 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	0 sec	10
CALL 3								
<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	Hang up – office closed	0
Average								6.7 /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:	
<u>0</u>	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	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					
<u>0</u>	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
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					
<u>0</u>	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
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	<u>6</u>	8	10	Total	
Rude			Indifferent			Professional, serious	6	
CALL 3								
<u>0</u>	2	4	5	6	8	10	Total	
Rude			Indifferent			Professional, serious	0 – hang up	
							Average	5.3
								/10

11/ Repetition		
Date of Call	Time of Call	Called by:
0		<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 – office closed 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
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