

# How May I Help You?

## Call Log/Evaluation

Company Name: **Great West Life**

Number: **1-800-571-2676**

Category: **Insurance**

Final Score: **50 %** Rank: **33**

What to Say: **Request information about changing address**

<b>CALL LOG</b>	
<b>CALL 1 WEEKDAY</b>	
Time	Action
1s	Welcome
12s	Press 1 for English and 2 for French... calls may be recorded.... Plan and identification number may be required
28s	Options
1m	Operator answers and gets my details including name and date of birth
1m 24s	Operator ask me to hold
2m 39s	Operator explains that they can change my address
2m 57s	Operator advises that claims from now until you move in would go to the new address if it were changed now
3m 10s	Call ends

<b>CALL 2 WEEK NIGHT</b>				
Time	Action			
0s	Thank you for calling			
9s	Press 1 for English and 2 for French			
17s	Calls may be recorded....			
22s	You will need to have your plan and identification number available			
30s	6 options			
50s	Please hold			
52s	Operator answers and ask for my plan and ID number			
1m 13s	One moment please			
1m 25s	Operator asks for my name			
1m 31s	Operator asks for my date of birth			
1m 45s	Operator puts me on hold to check if I need to update my mailing address and how I go about doing that.			
3m 04s	The operator explains they do the updating there. I say I'll call back.			
3m 15s	End call			

<b>CALL 3 WEEK END</b>				
Time	Action			
0s	Thank you for calling Great West Life			
11s	Press 1 for English and 2 for French			
19s	The Great West Life office is now closed. Please visit our website at... ..7am to 6pm Central Time			
50s	Call ended			

# 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	10	<u>15</u>	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)	15
<b>CALL 2</b>						
0	5	10	<u>15</u>	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)	15
<b>CALL 3</b>						
<u>0</u>	5	10	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)	0
Average						10 /20

<b>2/ Ease of Navigating Prompts</b>						
<b>CALL 1</b>						
0	2	<u>5</u>	7	10	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	5	
<b>CALL 2</b>						
0	2	<u>5</u>	7	10	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	5	
<b>CALL 3</b>						
<u>0</u>	2	5	7	10	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	0	
Average						3.3 /10

3/ Time of wait provided				
<b>CALL 1</b>				
<u>0</u>	1	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	0
<b>CALL 2</b>				
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
<b>CALL 3</b>				
<u>0</u>	1	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	0
Average				3.3 /10

4/ Time in Queue to reach the Proper Person								
<b>CALL 1</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	Less than 30s	10
<b>CALL 2</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	2s	10
<b>CALL 3</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	N/a closed	0
Average								6.6 /10

<b>5/ Interrupting System</b>			
Date of Call Mar. 2/07	Time of Call 1:38pm ET	Called by: Tennille	
0	5	Total	
Caller has no way to Interrupt voice prompts By keypad or with voice command		5	/5
	Voice menu prompts can be interrupted by keypad or voice command		

<b>6/ Language options</b>			
Date of Call Mar. 2/07	Time of Call 1:38pm 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	4
			/5

<b>7/ Automated System Tone</b>			
Date of Call Mar. 2/07	Time of Call 1:38pm 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	3
			/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>					
<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					6.6 /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	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 3</b>					
<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					6.6 /10

<b>10/ Operator Demeanor</b>								
Note: rate operator who deals with main issue								
<b>CALL 1</b>								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
<b>CALL 2</b>								
0	2	4	5	6	8	<u>10</u>	Total	
Rude			Indifferent			Professional, serious	10	
<b>CALL 3</b>								
<u>0</u>	2	4	5	6	8	10	Total	
Rude			Indifferent			Professional, serious	0	
							Average	6.6 /10

<b>11/ Repetition</b>		
Date of Call Mar. 2/07	Time of Call 1:38pm 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

<b>12/ No Hang Ups</b>	
<b>CALL 1 2 3 (circle)</b>	
<b>DEDUCT 10</b>	Total
System does not understand Caller commands, keypad commands So hangs up	-10 /-10

**END OF PART 2**

# PART 3 - BONUS

<b>13/ Muzak/Ads – BONUS</b>		
<b>ALL CALLS</b>		
0	+ 5	Total
Annoying muzak and/or Ads played while on hold, Unable to disable	Caller allowed to disable muzak/ads	0  /+5 BONUS

<b>14/ No one available Options – BONUS</b>		
<b>ALL CALLS</b>		
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**