

ATSI Award of Excellence Program

How the Judges Score

Section A - Ring Count

Note: Ring count is scored N/A when Auto Answer or Custom Greeting is used

0-3 rings = 5 points 4 rings = 4 points 5 rings = 3 points 6+ rings = 0 points

Section B - Hold Time

B1 - Hold after Auto Answer / Custom Greeting

B1a - How long before the CSR answers the call?

<15 seconds = 2, 15-30 seconds = 1, 30-60 seconds = .5, 60+ seconds = 0

B1b – CSR return from auto answer / custom greeting as per CPS

2 points - Complete with genuine interest, positive attitude and preferred tone intended for this account as per cps form

0 points - Not complete / poor

B2 - Calls placed on hold by the CSR

NOTE: If call is not placed on hold, the total point score is reduced. If the call is placed on hold more than once, the total point score is increased.

B2a - Were you asked politely / Did CSR wait for your answer?

2 points - CSR asks caller to hold and waits for an answer

1 points - CSR asks caller to hold and does not wait for an answer

0 points - CSR does not ask caller to hold (ie: One moment...)

B2b - Hold Time

<15 seconds = 2, 15-30 seconds = 1, 30-60 seconds = .5, 60+ seconds / 0

B2c - Polite return from hold

2 points - CSR returned to the call politely, recognizing the hold

0 points - CSR does not thank the caller or recognize the hold (ie: starts with "your name...")

Section C - Answer Phrase - Live Answer

C1 - Did CSR use complete / proper answer phrase as per CPS? (The answer phrase must contain all required words from CPS but may be modified in order of phrasing.)

5 points - Complete with genuine interest, positive attitude and preferred tone intended for this account as per cps form
0 points - Not complete / poor

Section D - Service

D1 - Call Control

5 points - CSR guides the caller throughout the call with appropriate questions.
3 points - CSR maintains control throughout most of the call with minimal dead air or evidence that caller is leading the conversation.
0 points – Caller leads the call, rambles on / dead air is heard

D2 - Attitude

5 points - CSR conveys a pleasant and helpful attitude by his/her choice of words and/or tone of voice throughout the call
3 points – CSR sounded interested and was helpful and composed BUT became flustered, seemed nervous or unsure, or lost control of the call during some portion of the call
0 points - CSR did not convey a pleasant helpful attitude

D3 - Manners

5 points - CSR used please and/or thank you during the call
0 points - CSR did not use please and/or thank you during the call

D4 – Grammar

NOTE: example of slang: Yup, Yep, Nope, ya/yeah (instead of yes), Gonna/Gunna, Lemme, Okey Dokey, Ya (instead of you), All Righty, Uhhhh, Cool, Ain't, like (when used as a filler), bye-bye now, bu-buy, speak'in,

The CSR habitually used a particular word (more than 3 times) during the call. Habitually means that a particular word is overused to the point of distraction during the call. Examples of unacceptable words when used habitually include, but not limited to,: Okay, Um, Alright, no problem, no worries, K, thanks, mmmmmm, crutch words such as: so, well.

5 points – CSR used proper business phrasing throughout the call, without slang or habitual use of a particular word
0 points – CSR used any slang term OR CSR habitually used a particular word

D5 – Knowledgeable / Confident

5 points - CSR appears knowledgeable of the account, giving appropriate responses and navigating account information with confidence / call flows smoothly

3 points - CSR has some knowledge, but is not consistent

0 points - CSR does not sound confident / stumbles through account information

D6 - Voice Quality - This section tests the voice quality of the CSR. It does not test the system quality or telephone line quality.

5 points - CSR enunciates clearly, does not mumble and speaks at an appropriate pace.

3 points - CSR does not speak clearly OR speaks too quickly or too slowly.

0 points - CSR enunciates poorly, mumbles and speaks either too quickly or too slowly

D7 - Tone of Voice

Tone of voice is to be evaluated based on the information provided by the Call Centre on the CPS for each client. Examples are: clinical...showing little or no emotion, friendly & interested. (New section added to cps form)

5 - Agent showed appropriate mood and genuine interest

0 - Agent did not show appropriate mood or genuine interest

Section E - Message

E1 - Offer to take a message / offer to assist

5 points - CSR advises caller how the message will be handled in a clear and professional manner any time during the call

(Examples: "I'll have the office return your call in the morning" or "I'll page the on call right away and have your call returned.")

3 points – CSR takes a message but gives only a vague reference as to how the message will be handled

(Example: "I'll have someone return the call")

0 points - CSR did not advise caller how the message would be handled any time during the call or allows the caller to hang up without taking a message

E2 – Spelling of Caller's name

5 points - CSR confirms spelling of surname

0 points - CSR does not confirm spelling of surname

E3 – Confirmation of telephone number as per CPS (7 or 10 digits)

5 points - CSR repeats full number

0 points - CSR does not repeat full number

E4 – Completion of 'message requirements' as per CPS?

- 5 points - CSR completed all of the CPS requirements
- 3 points - CSR missed one of the CPS requirements
- 0 points - CSR missed more than one of the CPS requirements

Section F - Close

NOTE: The CSR should reassure the caller by advising what will be done with the message. The judge will score this section according to the closing statement that YOU have provided in the cps form.

- 5 points - The CSR completed the closing according to the cps form.
- 0 points - The CSR did not complete the closing statement according to the cps form.

Overall Customer Service Experience

The following section is designed to give feedback in the soft skills that are an integral part of Quality Customer Service. This section will now be counted in the final score.

- 1) Did the CSR sound engaged with the caller? (Did the CSR engage in appropriate manner as indicated on CPS form per Centre Protocols?)

- 5 points – consistently engaged with the caller throughout the call
- 3 points – engaged with caller through part of the call
- 0 points – sounded mechanical or scripted

- 2) Did the CSR personalize by referring to the caller by name throughout the call
Referring to the caller by name can be: first name, last name with Mr./ Mrs. / Ms, Doctor, Sir, Ma'am

- 5 points – referred to the caller by name once
- 0 points – did not refer to the caller by name

- 3) How would you rate the overall 'impression' the CSR left with the caller? (*Did the CSR remain professional and interested at all times, leaving the caller to feel confident that their needs would be met?*)

- 5 points – 100% confident needs would be met, CSR sounded professional, in control, and interested in the caller
- 4 points – Reasonably confident, CSR sounded professional for the most part, maintained control much of the time, and showed reasonable interest
- 3 points – Fairly confident, CSR sounded somewhat professional, maintained control some of the time, and demonstrated some amount of interest
- 0 points – Not confident, CSR sounded unsure of themselves, or lost professional edge, or did not appear to care