

AOE Plus Dispatch Mentoring Guide & Scoring Criteria

Overview

The Award of Excellence (AOE) program set the customer service standards for inbound calls and the interaction between your client's callers and your agents receiving calls.

The AOE Plus Dispatch program has been established to benchmark and create standards for the interaction between your clients and your dispatch agents. It tests the back end of the call: Your staff's interaction with your client's staff / on call personnel.

This program is an opportunity to show your clients that you hold high standards in Quality Assurance in executing the process of information delivery.

Tips for selecting clients

Choose accounts that test the full spectrum of your dispatching; accounts that give a good demonstration on multiple skills in the dispatching process

Do not choose accounts that use auto dispatch (no human involvement)

Once the account is selected

Communicate with and obtain buy in from your customer BEFORE using them. We recommend you send a pre-test/post test summary thanking them for their participation to this so that they are aware of the entire process.

Stress that this is not only testing your service but the performance of their own staff as well. Be sure to follow-up and share the results of the call with your clients.

Encourage your customer to share the details of the program with their personnel to cut down on confusion when they speak to the tester. This needs to be done at the outset of each new program as on call personnel may have changed in the interim. Make sure dispatch and supervisory staff are well versed in the program and what they say to an on-call person who might have received a call, who may have called back in spite of the explanation given by the We-Check agent, so that they know how to intelligently address such a possible inquiry.

Example script for customer to inform their staff / on call personnel:

"Our call centre _____ that answers our afterhours calls is committed to a high standard of Quality Assurance. They are participating in a benchmark program that tests their staff in dispatching information from our customers to us. A test call will be dispatched sometime over the next 2 weeks (?) The dispatcher will contact whoever is on call with the information. When our staff member responds (calls the person identified as the customer) you will be informed that this has been a test call. Please notify your supervisor / boss on the next business day."

Tips for selling this to your customers

You may say something like: "We have been involved in the Award of Excellence benchmarking program for quite a few years. It is a mystery shopping program that tests our agents on accuracy, professionalism, and overall customer service.

The AOE Plus program will test our agent's ability to communicate and deliver the information back to you and your staff.

Quality Assurance and a high level of customer service is top of mind for us here at ABC company. You are a valued customer and have been chosen to participate. You will benefit in participating as this program will test your on call procedures at no cost to you."

Process for participation:

You will be given a link to fill out a client profile sheet. There is very little change from what you are used to doing with the AOE. The telephone number used in the sample message will be an assigned local DID that will be pointed back to the mystery caller's residence.

Provide specific time frames for the specific call type for your sample message to follow the dispatch process.

Be sure to include any information specific to the dispatches on that account (IE: the on call on this account, when called, may ask to have the information sent via text/email instead of receiving it verbally)

Be sure to include any specific greeting or identifiers your call centre uses (IE: stating the name of your centre and your name)

Be sure to communicate to We Check any special circumstances that were being observed on this account that made you go outside the relay that was given on the initial form.

The mystery caller makes AOE call - Does not advise agent that this is a test call at this time.

Agent proceeds with dispatch instructions as normal

On call person calls DID number from message and reaches the Mystery callers who alerts the on call staff "This has been an Award of Excellence Plus test call. Please disregard this message and alert your supervisor / boss during next business hours."

Mystery caller calls back to the centre and tells the agent "Please alert your supervisor & annotate the message form per your office policy that you have received an Award of Excellence Plus test call on account (name) using this caller name and call back number."

The supervisor will pull the audio outbound files associated with the call (all dial out attempts) and the call detail report from the system and email to (email address provided by We Check). Supervisor or program administrator should also look for any changes to the CPS form that need to be reported at this time.

Finally: Train, train and then train some more on what this program is about and what is included in the judging criteria. Since it is a brand new program, be sure that you review and communicate any and all feedback to your staff after each call in order that everyone be as informed as possible about what works and what to be particularly attentive to, assuming something doesn't go as planned. Use it to educate but use it right away!

CAM-X AOE Plus – Scoring Criteria

Component 1 – Inbound Call

(Following the normal AOE Scoring Criteria)

Component 2 – Message Dispatch

Section A – Content of Written Message

5 points – Written message contained all relevant details from call

3 points – Written message contained some of the relevant details from call

0 points – Written message contained none of the relevant details from call

Section B – Accuracy of Written Message

B1 – Accuracy of telephone number

5 points – Telephone number is captured accurately, according to what was confirmed on call

0 points – Telephone number is not captured accurately, or was not confirmed

B2 – Overall message spelling and grammar

5 points – All spelling and grammar in the message is correct

4 points – Most spelling and grammar in the message is correct, with 2 or fewer mistakes

3 points – Some of the spelling and grammar in the message is correct, with 4 or fewer

0 points – 5 or more spelling and grammar mistakes were found in the message

Section C – Timeliness and Accuracy of Message Dispatch

Dispatching Step 1

Was the message relayed to the correct person?

5 points – yes

0 points – no

Was the message relayed according to the correct method specified in cps form (eg. Email, text message, phone call, etc.)

5 points – yes

0 points – no

Was the message relayed within the required time limits?

5 points – yes

0 points – no

Dispatching Step 2 (if applicable)

Was the message relayed to the correct person?

5 points – yes

0 points – no

Was the message relayed according to the correct method specified in cps form (eg. Email, text message, phone call, etc.)

5 points – yes

0 points – no

Was the message relayed within the required time limits?

5 points – yes

0 points – no

Dispatching Step 3 (if applicable)

Was the message relayed to the correct person?

5 points – yes

0 points – no

Was the message relayed according to the correct method specified in cps form (eg. Email, text message, phone call, etc.)?

5 points – yes

0 points – no

Was the message relayed within the required time limits?

5 points – yes

0 points - no

Component 3 – Outbound Call

Section A - Call Opening

A1 TSR stated their name

5 points - TSR did state his/her name

0 points - TSR did not state his/her name

A2 TSR stated the name of the company they were are calling on behalf of

5 points – TSR stated the name of the company they are calling on behalf of

0 points – TSR did not state the name of the company they are calling on behalf of

A3 When asked, TSR was able to give additional information about the company including mailing address, telephone numbers, and contact person for complaints.

5 points – TSR was able to give additional information

0 points – TSR was not able to give additional information

A4 Did TSR use proper call greeting with a positive tone of voice

5 points – TSR used proper call greeting with a positive tone of voice

0 points – TSR did not use proper call greeting with a positive tone of voice

Section C - Call Quality

C1 CSR relayed all key points of the message

5 points – TSR relayed all key points

3 points – TSR relayed 4 out of 5 key points

0 points – TSR relayed fewer than 4 out of 5 key points

C2 Attitude

5 points - TSR conveys a pleasant and helpful attitude by his/her choice of words and/or tone of voice throughout the call

3 points – TSR 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 - TSR did not convey a pleasant helpful attitude

C3 Manners

5 points - TSR used please and/or thank you during the call

0 points - TSR did not use please and/or thank you during the call

C4 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, K

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

C5 Knowledgeable / Confident

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

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

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

C6 Voice Quality - This section tests the voice quality of the TSR. It does not test the system quality or telephone line quality.

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

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

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

Section D – Transaction

D5 Close

5 points - The TSR completed the closing according to the script.

0 points - The TSR did not complete the closing statement according to the script.

Section E - Overall Customer Service Experience

E1 Did the TSR sound engaged with the caller? (Did the TSR sound appropriately concerned or compassionate or did they sound mechanical)

5 points – TSR consistently engaged with the caller throughout the call

3 points – TSR engaged with caller through part of the call

0 points – TSR sounded mechanical or scripted

E2 Did the TSR 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 – TSR referred to the caller by name once

0 points – TSR did not refer to the caller by name

E3 How would you rate the overall 'impression' the TSR left with the caller? (Did the TSR remain professional and interested at all times, leaving the caller to feel confident that their needs would be met?)

5 points – 100% confident all accurate information was received, TSR sounded professional and interested in the caller

4 points – Reasonably confident all accurate information was received, TSR sounded professional for the most part, and showed reasonable interest

3 points – Fairly confident all accurate information was received, TSR sounded somewhat professional and demonstrated some amount of interest

0 points – Not confident all accurate information was received, TSR sounded unsure of themselves, or lost professional edge, or did not appear to care