

## 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