

## Ask the Experts: What should your quality audit be monitoring for?

The December 2008 issue of *Customer Service Newsletter* included advice from our panel of industry experts. They responded to the question: “My company just started a call audit program — monitoring a sampling of customer calls to ensure the quality of service. What are some important call elements that we should be monitoring?”

Following are additional responses from the panel.

*From Margie Dugan, Crawford & Company:*

Important elements to monitor include:

- Opening script: Decide how you want to greet your customers. Was it done in a friendly, consistent manner?
- Is the representative listening attentively?
- Did they ask the proper questions, probe appropriately?
- Did they show empathy for the situation?
- Did they offer alternative solutions?
- Did they speak in a clear, calming tone of voice?
- Closing script: Decide how you want to close the call, offer to be of further assistance, and thank the customer for calling.

By integrating these steps on a consistent basis, the customers overall experience will improve. In addition, it will boost the confidence level of your team as you use this as another tool to coach and develop their skills.

*From Julie Wingo, Gates Corporation:*

Below you will find our score

card which contains the key elements that we look for during a call review.

<b>Greeting</b>
<input type="checkbox"/> Thank you for calling
<input type="checkbox"/> Use of the customer's name
<b>Demonstrate Awareness</b>
<input type="checkbox"/> Ask all the necessary questions needed for one stop resolution
<b>Supplying information</b>
<input type="checkbox"/> Provide relevant information
<b>Extending yourself</b>
<input type="checkbox"/> Offer alternatives-provide additional information or solution
<b>Explain Action steps</b>
<input type="checkbox"/> Explain what action you will be taking
<b>Conclusion</b>
<input type="checkbox"/> Advise when you will respond if follow-up is necessary
<input type="checkbox"/> Summarize any action plans
<input type="checkbox"/> Ask if there is anything else you can do for the customer
<b>Tone</b>
<input type="checkbox"/> Is it positive?
<input type="checkbox"/> Did we use good manners? Please & thank you?
<b>Professionalism</b>
<input type="checkbox"/> Did we place the customer on hold?
<input type="checkbox"/> Were all of the customers concerns addressed?
<input type="checkbox"/> Did the customer seem satisfied at the end of the call?