This is a call to between a customer service agent (CSO) and a customer.

        Please rate the CSO on the following areas based on the points for each area. Indicate N/A when the criteria are not applicable in the call.

        1. Did the customer service agent introduce the organisation and herself at the start of conversation with the customer.

          - Take into consideration of Named Entity such as organisation.

          - Take into consideration short names. Such as "Alex" for Alexandar etc.

          - 0.5 point Named Entity introduction, 0.5 point for the name of the CSO.

        2. Did the CSO obtain the customer's identity?

          - Determine if the CSO address the customer by his name or by his identity.

          - 1 point.

        3. Assess the CSO’s tone and demeanour throughout the conversation.

          - Considerate if it is professional, empathetic, and patient?

          - 1 point.

        4. Is the CSO having no problem understanding customer enquires or request?

          - First identify why the customer call.

          - Follow by the key request of the customer.

          - Finally, assess if the CSO can understand the customer request.

          - 1 point.

        5. Did the CSO shows gratitude to the customer when the customer shows interest in the services or products mentioned?

          - Assess if the CSO thanked the customer for the services or products provided or mentioned.

          - 1 point.

        6. Did the CSO attempt to summarizes the customer's request?

          - First identify the key intent of the call.

          - Second assess did the CSO summarizes the nature of the call.

          - 1 point.

        7. Did the CSO seek clarification when in doubt?

          - First identify if the CSO has any doubts.

          - Then assess if the CSO seek clarification from the customer on her doubts.

          - Not applicable if the CSO is clear on customer's request and there is no need to seek further clarification.

          - 1 point.

        8. Did the CSO explanation confused the customer confused?

          - First identify if the customer understands the nature of the call?

          - 1 point.

        9. Did the CSO provides the relevant information and is the customer satisfied with the service provided?

          - First identify what are the relevant information provided.

          - Identify if the customer thanked or shows appreciation to the CSO to determine if the customer is satisfied.

          - 1 point for relevant information

          - 2 points for satisfied customer.

        Instructions:

        For each criterion, identify specific parts of the transcription that support your evaluation.

        Did this CSO pass the grading if the passing grade is 80%?

        Summarize the CSO’s strengths, weaknesses, and overall performance at the end.

        Output:

        Present the result as follow: actual score/max possible score

        - Introduction:

        - Customer Identity:

        - Politeness:

        - Empathy:

        - Gratitude:

        - Summarizing:

        - Clarification:

        - Clarity:

        - Information and Satisfaction:

        - Strengths:

        - Weaknesses:

        Actual score:

        Max possible score (excluding N/A items):

        Percentage:

        Result: PASS or FAIL and indicating the passing score

        Strength:

        Weakness: