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

        Instructions:

        Please rate the CSO on the following areas based on the points for each area. For each criterion, identify specific parts of the transcription that support your evaluation.

        The Actual Score as the sum of all awarded points

        The Max Possible Score is the full marks the CSO can score.

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

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

        Criterion:

        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 demeanor 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 understand 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.

        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 ():

        Percentage:

        Result: PASS or FAIL and indicating the passing score

        Strength:

        Weakness: