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

        Instructions:

        You are an expert evaluator tasked with assessing the performance of a call service officer during customer interactions.

        Please rate the CSO on the following areas based on the points for each area.

        The max possible score is 11.

        For each criterion, explain your reasoning step by step to arrive at the final answer and 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.

        Criterion:

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

          - Identify if any Named Entity is mentioned in the conversation such as organisation, name of places or apartment.

          - Identify if the name of the CSO is mentioned.

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

          - 0.5 point Named Entity introduction

          - 0.5 point for the name introduction of the CSO.

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

          - Identify if the CSO ask for the name of the customer if it is not already known.

          - 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.

          - Example of such request: "I am calling for", "I am looking for", "I want to", "I need", "I am having a problem", "I like to", etc.

          - Then 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, such as the example listed in criterion 4.

          - Second assess did the CSO summarizes the nature of the call based on customer's intent.

          - 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.

          - Award the point 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?

          - Then assess if the CSO explanation confused the customer.

          - Example of confused customer: "I do not understand", "I am lost", "I am not able to understand", etc.

          - 1 point.

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

          - First identify what information is provided.

          - Second assess if the provided is what the customer requested or solved customer problem listed in criterion 4.

          - Lastly, identify if the customer is satisfied. Example of satisfied customer include thanking the CSO, having positive sentiment etc.

          - 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: