

Quality Parameter Sheet With Scoring			
SOP-Quality Sheet Prepared By	Uma Devi S	Approved By	Date & SOP Num 02/01/2024 & AP/SOP/QA#001
Parameters	Sub Parameters	Score	Explanation
Greeting	Greeting & Introduced Self	2	Associate to greet the customer on time(3 sec)/introduce relevantly to customer
	Brand Intro	3	Introducing the brand name to the customer with pride
	Purpose of Call	2	Associate to inform the purpose why he /she has called the customer
	Reaching Decision Maker/RPC	2	Reaching Decision Maker/RPC for the better conversation with the customer
Project Knowledge	Effective Probing	12	Associate to effectively probe the customer need and want and always ask open ended probing questions
	project knowledge	12	Associates knowledge on all the projects on going in the company for better pitching
	Objection Handling	12	Handling objections with the customer confidently
	Follow Up	12	Keep a good track and follow up with the interested /opportunity customer
process knowledge	Call Control	5	ownership of the call to be taken from agent side,there must be always a two way conversation with the customer
	Disposition	5	Stage movement of the leads provided/agent is always responsible for the correct stage movement
Soft Skill	Enthusiastic	3	Call should always be energetic enough to convince the customer and to make the conversation interesting
	Active Listening	3	Agent should always listen to the customer without interruption and to not make the customer repeat what he spoke,in case agent didn't listen what customer spoke he /she should apologize to repeat
	Confidence	5	Throughout the call agent should reflect confident without bumbling in call,
	Professional	5	Agent should be professional in call, avoid unprofessional words like mm, han, ah..., avoid coughing, snoring, background noise in call Place the call on hold or mute if required
	Language and Grammar	5	words and sentence selected by the agent should be appropriate and reflect professionalism
	Clarity of Speech	4	There should always clarity in speech, agent should avoid rushing on call, rate of speech to be balanced in call
	Tone and Voice Modulation	4	Tone And voice modulation to be controlled by agent in call
Closing	Thanking Customer	2	Thank the customer for spending the time if applicable
	Closing script	2	Follow proper closing script with brand name, opening and closing of the call must have brand name