# Quality Assurance
# Universal Evaluation Form

**TRACFONE**   **SafeLink** WIRELESS



RCC Quality Department

QA Team

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# Introduction:

As customer service representatives, you will be evaluated both internally and externally; both type of evaluations have equal importance.

The passing mark for a single evaluation is 88%.

The name of our evaluation form is the 'Universal Evaluation Form'. This form is used by all centers that work for the same client, Tracfone.

# Sections in the Evaluation Form

- Call Opening (5 points)
- Appropriate Response (10 points)
- Information (10 points)
- Correct use of tools (15 points)
- Adheres to correct process (20 points)
- Subjective Rating (10 points)
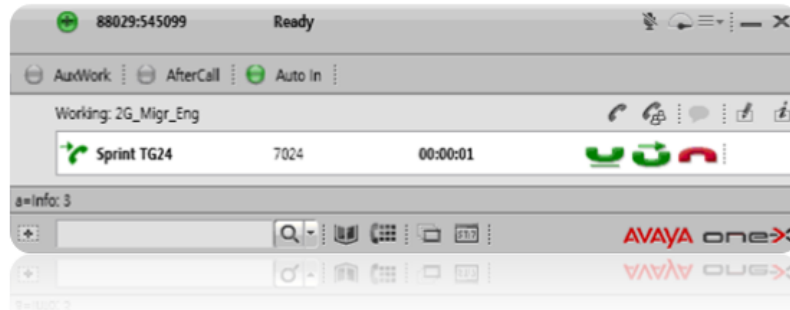- Resolution (30 points)
- Auto Fail (100 points)

# Call Opening (5 Points )

- Brands Opening
- Identify yourself
- Get MIN first
- Open your call within 3 seconds

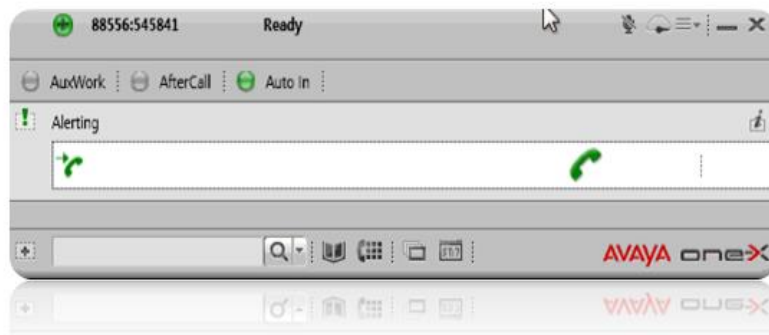"Thank you for calling *BRAND* my name is *NAME*, how can I assist you today?"

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# Call Opening (continued)



"Thank you for calling <u>Tracfone</u> Wireless, my name is <u>*NAME*</u>, are you calling about the phone number ending with \*\*\*\*?"
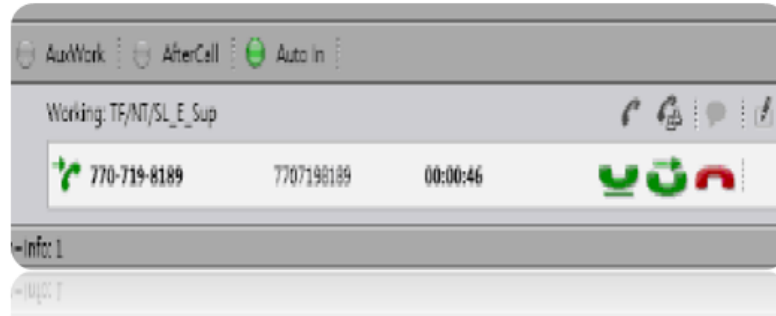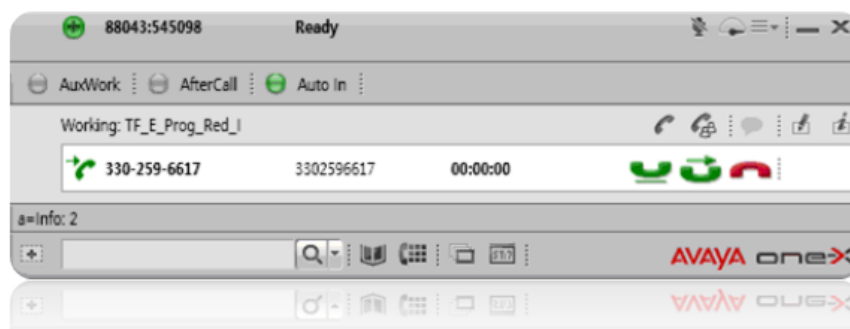
# Call Opening (continued)



"Thank you for calling, my name is <u>*NAME*</u>, how can I assist you today?"

# Call Opening (continued)



**"Thank you for calling, my name is _NAME_, how can I assist you today?"**

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# Call Opening (continued)



**"Thank you for calling Tracfone Wireless, my name is _NAME_, how can I assist you today?"**

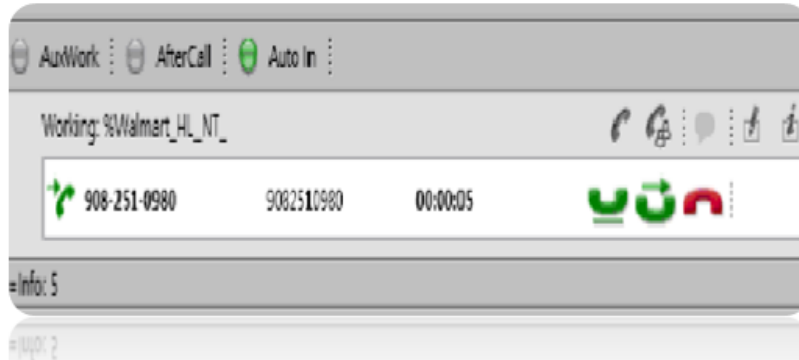**TRACFONE®**
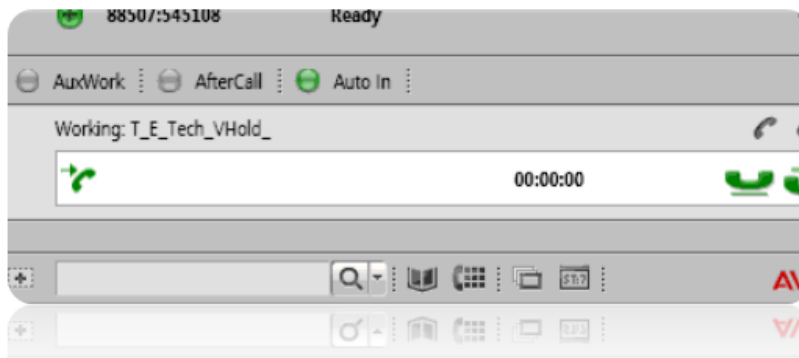
**SafeLink** WIRELESS®

# Call Opening (continued)



**"Thank you for calling Tracfone Wireless, my name is _NAME_, how can I assist you today?"**

# Call Opening (continued)



**"Thank you for calling Tracfone Wireless, my name is _NAME_, how can I assist you today?"**

# Appropriate Response (10 Points)

- Displays Professionalism
- Displays Courtesy

a) Answer all direct comments or questions from a customer
b) Do not raise tone of voice to a customer
c) Allow the customers to speak freely
d) Do not interrupt the customer while he/she is speaking
e) Frequent use of fillers: um, em, uh, ah, huh, hm, etc.

# Information (10 Points)

- Provides Correct Information
- Understandable Information
- No Slang/No Internal Terminology

**Example:** Whenever you ask the customer for time to work on the account, ensure that you are indeed working on the customer's account. DO NOT let your screen remain idle.

**Slangs:** wanna, gonna, yeh, yeah, waddup, couldah, shouldah, inna, aright, etc...

**Internal Terminology:** CTI, IC, Interaction, TAS, Citrix, Avaya, Impact 360, etc...

# Correct Use of Tools (15 Points)

Don't use the "back button", "Refresh Button" or highlight the URL and press on the enter button on your keyboard to reload webpages, the best thing to do is to close and reopen the page.



**Error 404--Not Found**

**From RFC 2068 *Hypertext Transfer Protocol -- HTTP/1.1*:**

**10.4.5 404 Not Found**

The server has not found anything matching the Request-URI. No indication is given of whether the condition is temporary or permanent.

If the server does not wish to make this information available to the client, the status code 403 (Forbidden) can be used instead. The 410 (Gone) status code SHOULD be used if the server knows, through some internally configurable mechanism, that an old resource is permanently unavailable and has no forwarding address.

Asking the customer if he/she has the phone or is calling from the phone before giving instructions to follow on the phone.

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# Correct Use of Tools (15 Points)

Try not to generate errors in the system by putting an extra space or searching information in the wrong field.

# Correct Use of Tools (continued)

Acknowledge scripted information

**Transaction Summary**
Send Email | Send to a Different Email | Update Email

1. Turn NEW phone OFF and back ON > Make a call
2. If the call does not connect > Wait a few minutes > Reboot phone and try again.

REP: If at any time the customer's screen locks, advise them to press the POWER/LOCK key and then slide the LOCK icon downward to unlock it.

REP: International calling is only available for TracFone, not SafeLink.

To make an international call:

- Call 1-800-706-3839 > Follow instructions > Enter your international number.

Ensure that your Avaya 1x and CTI are completely visible.

# Adheres to Correct Process
# (20 Points)

- Training Flashes and Training Manuals
- Ticket Documentation
- Interactions Documentation
- Unnecessarily repeating back information
- Spell Verification on Credit Card Purchases and Warehouse Tickets (You can use NATO Phonetics Alphabet to spell out letters that sound alike.)

# Adheres to Correct Process

## How can we avoid unexplained silence?

If the system is NOT responding WHILE you are working in the account, update the customer by saying

**"I'm waiting for my system to respond, just give me one moment."**

**"I'm currently checking the information in the system, just give me on moment."**

**"I'm still pulling up the account, just give me one moment."**

If you already pulled up the account, update the customer of the OTHER Action to be taken in the system

**" Just give me one moment while I'll wait for my tool to be up and running."**

**" I'm still waiting for the transaction to be processed, kindly give me one moment."**

**" Let me add notes here in the ticket, just give me one moment."**

**NOTE:** 4(four) minutes is the maximum time. However, if you are doing DIFFERENT activities in the system WITHIN 4 mins, then, update the customer of EVERY action taken in the system.

# Subjective Rating (10 Points)

**This section is dependent on your overall behavior and performance throughout the call.**

**Points are deducted from 1 to 10 depending on the evaluator's perspective of you.**

1. **Demonstrates eagerness towards assisting customers by displaying a positive attitude throughout the call.**
2. **Attentively listening to customers so that the customer does not have to repeat information.**
3. **No sidebar conversations**
4. **Assists customers efficiently and in a timely manner.**

# Resolution (30 Points)

- Resolve
- Escalate to appropriate group/department

- Create a case

# Importance of Resolution

- Apply correct solutions to resolve the customer's issue in order to avoid unnecessary calls or Tickets/Cases in the future.

- Resolving the customer's issue increases customer retention.

# Auto fails (100 Points)

- Releasing Calls
- Documenting Credit Card information or Social Security Number
- Cursing or using Foul Language
- Refusing to provide ID or providing false ID
- Providing Credit Card Information to the Customer
- Being rude or losing composure
- Not assisting customers (Not assisting 2G Customers)
- Outbound Call Spiel Policy
- Calling from Handset – Disconnecting Call
- Not following the disconnected Call Policy
- Transferring customer without advising them