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| **Introduction** |

Hello, this is CVS calling on a line that may be recorded for quality purposes. My name is SuzyQ, from SQM Group’s customer feedback system, and I’ve been asked to gather feedback about your recent call center service experience. This survey takes as little as 2 minutes. For safety reasons, please hang up if you are driving. Are you the person who recently called CVS?

|  |  |
| --- | --- |
| * If yes, press 1 *(Go to Person A)* | * If no, press 2 *(Go to Person B)* |

***Person B***

May we please speak to the person who recently called CVS?

|  |  |
| --- | --- |
| * If yes, press 1 *(Go to Press 9 Response)* | * If no, press 2 *(Go to No/DNS Response)* |

***Press 9 Response***

Press 9 when ready to hear CVS’ message. *Message to repeat up to 2 minutes. If 9 is pressed, go to Person A. After 2 minutes, the call will disconnect if 9 is not pressed.*

***Person A***

CVS is very interested in knowing about your call center customer service experience.Your feedback will be used for customer service quality assurance purposes and will be treated in a confidential manner.Would you be willing to spend a few minutes to provide us your feedback?

|  |
| --- |
| * If yes, press 1 *(Go to Yes Response)* |
| * If you are not available to complete the survey at this time, press 2 or *(Go to No/DNS Response)* |
| * If you do not want to be surveyed in the future, press 3 *(Go to No/DNS Response)* |

***Yes Response***

Thanks for participating!Should you have any questions about this survey, SQM Group can be reached by telephone at1-888-972-0844.

***No/DNS Response***

We thank you for taking the time to answer our call, have a great day. Should you have any questions about this survey, SQM Group can be reached by telephone at1-888-972-0844. *(End call)*

***Script*** - At any time during the survey, if needed, press 9 to repeat the last question. For accuracy purposes, we ask that you listen to all rating choices before making your rating choice.

Contact Reason

What was the main reason for your call to CVS’ call center? \*

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| --- |
| To ask about a payment or bill, press 1 |
| To place an order for a refill or new prescription, press 2 |
| To check on an order status, press 3 |
| To respond to a voicemail, email, or letter, press 4 |
| To ask a question about the website or app, press 5 |
| For another reason, press 6 *(Go to question 1a)* |

***Ask if: Contact Reason = For another reason***

Contact Reason Feedback – *IVR recorded – transcribed*

1a. Please briefly explain the main reason for your call. After you have finished talking, please press the pound or hash key.

|  |
| --- |
| **Satisfaction/First Call Resolution** |

Contact Channel Csat

Based on your last call to their call center, overall, how satisfied are you with CVS’ call center? \*

|  |
| --- |
| * If you are very satisfied, press 1 |
| * Somewhat satisfied, press 2 |
| * Somewhat dissatisfied, press 3 |
| * Very dissatisfied, press 4 |

Contacts Resolved

1. Did CVS’ call center resolve your inquiry? \*

|  |  |
| --- | --- |
| * If yes, press 1 *(Go to question 4a)* | * If no, press 2 *(Go to question 4b)* |

***Ask if: Contacts Resolved = Yes***

Number of Contacts

4a. In total, how many calls did you have to make to resolve your initial inquiry? \*

|  |
| --- |
| * Press 1 for, 1 call *(Go to question 6a)* |
| * 2 for, 2 calls *(2 or more calls, go to question 5)* |
| * 3 for, 3 calls |
| * 4 for, 4 or more calls |

***Ask if: Contacts Resolved = No***

Number of Contacts

4b. In total, how many calls have you made trying to resolve your initial inquiry? \*

|  |
| --- |
| * Press 1 for, 1 call |
| * 2 for, 2 calls |
| * 3 for, 3 calls |
| * 4 for, 4 or more calls |

***Ask if: Contacts Resolved = No or Number of Contacts (question 4a) ≠ 1 call***

Repeat Contacts – Call Center Feedback - *IVR recorded feedback - transcribed & tagged*

1. Can you tell me why your inquiry was not resolved in one call? After you have finished talking, please press the pound or hash key.

***Ask if: Contacts Resolved = Yes***

Effort

6a. How much effort did you personally have to put forth to resolve your inquiry? \*

|  |
| --- |
| * If very high effort, press 1 |
| * High, press 2 |
| * Moderate, press 3 |
| * Low, press 4 |
| * Very low effort, press 5 |

***Ask if: Contacts Resolved = No***

Effort

6b. How much effort did you personally have to put forth trying to resolve your inquiry? \*

|  |
| --- |
| * If very high effort, press 1 |
| * High, press 2 |
| * Moderate, press 3 |
| * Low, press 4 |
| * Very low effort, press 5 |

Transferred

1. During your call did the customer representative transfer your call? \*

|  |  |
| --- | --- |
| * If yes, press 1 *(Go to question 7a)* | * If no, press 2 *(Go to question 8)* |

***Ask if: Transferred = Yes***

Transferred To

7a. Was your call transferred to a supervisor or to another area? \*

|  |
| --- |
| * A supervisor, press 1 *(Go to Script A)* |
| * Another area, press 2 *(Go to question 8b)* |

***Ask if: Transferred To = Another area***

Area Transferred To

7b. What area were you transferred to? \*

|  |
| --- |
| * A Pharmacist, press 1 *(Go to Script B)* |
| * Blue Cross Blue Shield of Massachusetts, press 2 *(Go to Script B)* |
| * Another representative at CVS, press 3 *(Go to Script A)* |
| * Other, press 4 *(Go to Script A)* |

***Read if: Transferred = Yes, Transferred To = A supervisor, or Area Transferred To = Another representative at CVS or Other***

***Script A*** - For the next question it is very important that your rating choice is based on the last customer representative that you spoke to.

***Read if: Area Transferred To = A Pharmacist or Blue Cross Blue Shield of Massachusetts***

***Script B*** - For the next question it is very important that your rating choice is based on the first customer representative that you spoke to.

CSR Csat – CS Point

Overall, how satisfied were you with the customer representative who handled your call? \*

|  |
| --- |
| * If you are very satisfied, press 1 |
| * Somewhat satisfied, press 2 |
| * Somewhat dissatisfied, press 3 |
| * Very dissatisfied, press 4 |

CSR Csat – Call Center Feedback – *IVR recorded – transcribed & tagged*

1. Why are you ( CSR Csat Rating ) with the customer representative who handled your call?After you have finished talking, please press the pound or hash key.

|  |
| --- |
| **One Contact Resolution Section** |

Use Another Method of Contact

1. Did you try to resolve your inquiry by contacting CVS in any other way, such as their website, email, or automated phone system \*

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| --- |
| * If yes, before you called the call center, press 1 |
| * If yes, after you called the call center, press 2 |
| * If no, you only used the call center, press 3 *(Go to question 14)* |

***Ask if: Use Another Method of Contact = Yes, before you called the call center***

First-Other Method of Contact

11a. What was yourfirst method of contact? \*

|  |
| --- |
| * If the website, press 1 |
| * If the automated phone system, press 2 |
| * If email, press 3 |
| * If mobile app, press 4 |
| * If social media, press 5 |
| * If other, press 6 |

***Ask if: Use Another Method of Contact = Yes, after you called the call center***

First-Other Method of Contact

11b. What was yourother method of contact? \*

|  |
| --- |
| * If the website, press 1 |
| * If the automated phone system, press 2 |
| * If email, press 3 |
| * If mobile app, press 4 |
| * If social media, press 5 |
| * If other, press 6 |

***Ask if: Use Another Method of Contact = Yes, before you called the call center AND First-Other Method of Contact = Website, Automated phone system, Mobile app, or Social media***

First Resolve – Call Center Feedback*-**IVR recorded feedback - transcribed & tagged*

12a. Please explain why you were not able to resolve your inquiry using CVS’ ( First-Other Method of Contact Response ) before you called the call center.After you have finished talking, please press the pound or hash key.

***Ask if: Use Another Method of Contact = Yes, before you called the call center AND First-Other Method of Contact = Email or Other***

First Resolve – Call Center Feedback*-**IVR recorded feedback - transcribed & tagged*

12b. Please explain why you were not able to resolve your inquiry using ( First-Other Method of Contact Response ) before you called the call center. After you have finished talking, please press the pound or hash key.

***Ask if: Use Another Method of Contact = Yes, after you called the call center***

First Resolve – Call Center Feedback*-**IVR recorded feedback - transcribed & tagged*

12c. Please explain why you were not able to resolve your inquiry using CVS’ call center and had to use their ( First-Other Method of Contact Response ). After you have finished talking, please press the pound or hash key.

***Ask if: Use Another Method of Contact = Yes, before you called the call center, Yes, at the same time as your call to the call center, or Yes, after you called the call center***

Different Contact Methods Sat

1. Thinking about your entire experience using the different methods of contact to resolve your inquiry, what is your overall level of satisfaction? \*

|  |
| --- |
| * If you are very satisfied, press 1 |
| * Somewhat satisfied, press 2 |
| * Somewhat dissatisfied, press 3 |
| * Very dissatisfied, press 4 |

***Ask if: Use Another Method of Contact = Yes, before you called the call center or Yes, after you called the call center***

Seamless Experience

1. When you used more than one contact method trying to resolve your inquiry, did you have to start your interaction over again or was it a seamless experience? \*

|  |
| --- |
| * If you had to start over, press 1 |
| * If it was a seamless experience, press 2 |

Contact Member Service

Did you happen to contact Blue Cross Blue Shield of Massachusetts’ member service regarding your same inquiry? \*

|  |  |
| --- | --- |
| * If yes, press 1 | * If no, press 2 |

***Ask if: First-Other Method of Contact = Website***

Ability to Find Information

1. Thinking about CVS’ website, how satisfied were you with your ability to find the information you needed? \*

|  |
| --- |
| * If you are very satisfied, press 1 |
| * Somewhat satisfied, press 2 |
| * Somewhat dissatisfied, press 3 |
| * Very dissatisfied, press 4 |

***Script*** - The next question uses a different scale and pressing 9 will no longer repeat the question. If you do need it repeated, please wait 15 seconds after the question is asked and it will automatically repeat once.

Likely to Recommend

1. Blue Cross Blue Shield of Massachusetts has partnered with CVS to provide your pharmacy benefit. Based on your most recent experience with the pharmacy call center, using a scale of 0 to 10, where 0 means “Not at All Likely”, and 10 means “Extremely Likely”, how likely are you to recommend Blue Cross Blue Shield of Massachusetts to a friend or colleague? You may enter any number between 0 and 10. Please enter your rating, followed by the pound or hash key. \*

***Ask if: Likely to Recommend = 0***

Likely to Recommend – *answer will overwrite response from question 17*

17a. You have selected 0, meaning you are not at all likely to recommend. \*

|  |
| --- |
| * If your selection of 0 was correct, press 1 |
| * If you meant to select 10, you are extremely likely to recommend, press 2 |

***Ask if: Likely to Recommend = 1***

Likely to Recommend – *answer will overwrite response from question 17*

17b. You have selected 1, meaning you are unlikely to recommend. \*

|  |
| --- |
| * If your selection of 1 was correct, press 1 |
| * If you meant to select 10, you are extremely likely to recommend, press 2 |

Recommend Feedback - *IVR recorded feedback – transcribed*

Please explain why you gave that rating. After you have finished talking, please press the pound or hash key.

The survey is now complete; your feedback is very much appreciated. Thank you.

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| **Survey Business Rules and Definitions** |

\*Red asterisk indicates mandatory questions.

All surveys are Attributable

Survey Used = Commercial

Channel Timing Before After

* If Use Another Method of Contact = Yes, before you called the call center, then Channel Timing Before After = Before
* If Use Another Method of Contact = Yes, after you called the call center, then Channel Timing Before After = After
* If Use Another Method of Contact = No, you only used the call center, then Channel Timing Before After = BLANK

First Channel

* If Use Another Method of Contact = Yes, before you called the call center, then First Channel = First-Other Method of Contact response
* If Use Another Method of Contact = Yes, after you called the call center, then First Channel = Call Center
* If Use Another Method of Contact = No, you only used the call center, then First Channel = Call Center

**Survey Description** – *IVR Call Center Tracking Survey* - survey based on an inbound call center interaction between a customer and CVS.

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| **KPIs** |

|  |  |
| --- | --- |
| KPI | Definition |
| First Contact Resolution | Contacts Resolved = Yes and Number of Contacts = 1 call |
| Contacts Resolved | Contacts Resolved = Yes |
| Average Contacts to Resolve | Average number of calls made to resolve inquiry |
| Action Alert Contacts | Contacts Resolved = No and Contact Channel Csat = Somewhat Dissatisfied or Very Dissatisfied |
| World Class Contacts – Org | Contacts Resolved = Yes, Contact Channel Csat = Very Satisfied and CSR Csat = Very Satisfied |
| World Class Contacts - CSR | Contacts Resolved = Yes and CSR Csat = Very Satisfied |
| Contact Channel Csat | Contact Channel Csat = Very Satisfied |
| CSR Csat | CSR Csat = Very Satisfied |
| One Contact Resolution | Contacts Resolved = Yes, Number of Contacts = 1 call and Use Another Method of Contact = No |
| Omni-Channel Experience | Different Contact Methods Sat = Very Satisfied and Seamless Experience = It was a seamless experience |
| Seamless Experience | Seamless Experience = It was a seamless experience |
| Net Promoter Score | Promoters – Likely to Recommend = 10, 9  Passives – Likely to Recommend = 8, 7  Detractors – Likely to Recommend = 6, 5, 4, 3, 2, 1, 0 |
| Multiple Channel Csat | Different Contact Methods Sat = Very Satisfied |
| Effort | Effort = Very Low Effort |
| Transferred | Transferred = Yes |
| Contact Member Service | Contact Member Service = Yes |
| Ability to Find Information | Ability to Find Information = Very Satisfied |

|  |
| --- |
| **Tagging Tables** |

**Repeat Contacts – Call Center**

|  |  |  |
| --- | --- | --- |
| Tier 1 | Tier 2 | Source of Error |
| Claims | Incorrect | Organization |
| Corrections Not Done | CSR/Org |
| Payment Related | Cust/Org |
| Bill/Statement Unclear | Organization |
| Explain Charges | CSR |
| Call Center | Call Center/Closed | Organization |
| Wait Time to Reach CSR Too Long | Organization |
| Busy Signal | Organization |
| Computer System Not Working | Organization |
| Call Back/Again | Organization |
| CSR Approach | CSR Did Not Call Back | CSR |
| Not Helpful/Caring | CSR |
| CSR Lacked Authority | CSR/Org |
| No Confidence in CSR | CSR |
| Rude | CSR |
| Customer | Needed to Provide More Information | Customer |
| Customer Missed Call Back | Customer |
| Error | Customer |
| Decision/Changed Mind | Customer |
| Call Length | Hold - Customer was Disconnected | CSR/Org |
| Hold - Too Long | CSR/Org |
| Call - Too Long | CSR/Org |
| CSR Knowledge | Lack of Knowledge to Fix Problem | CSR |
| Not Aware of Promo | CSR |
| Lack of Knowledge Products/Services | CSR |
| CSR Information | Inconsistent Info | CSR |
| Incomplete Info | CSR |
| Incorrect Info | CSR |
| IVR | Language Issue | Organization |
| Not Clear/No Proper Options | Organization |
| IVR Did Not Recognize Customer Voice | Organization |
| Too Many Options | Organization |
| Disconnected | Organization |
| Wrong Dept | Organization |
| Language | Barrier - Customer | Customer |
| Barrier - CSR | CSR |
| Policy | Not Authorized User | Cust/Org |
| Credit | Cust/Org |
| Policy Disagreement | Cust/Org |
| Verifying/Request | Needed to Verify/Check Status | Organization |
| Request Not Done | CSR/Org |
| Resolution | Unsatisfactory Solution | CSR |
| Customer Was Not Treated Fairly | CSR/Org |
| Next Steps Not Clear | CSR |
| Redirection | To/from Health Provider | Organization |
| To/from Employer | Organization |
| To/from Internet | Organization |
| To/from Other | Organization |
| Products/Services | Health Provider Did Not Fix Problem | Organization |
| Not Satisfied with Product/Service | Organization |
| Other | Any Issue Not Covered | Other |
| No Feedback | Other |

**CSR Csat – Call Center**

|  |  |
| --- | --- |
| Tier 1 | Tier 2 |
| Understand Me | Understand Reason for Call |
| Clarity |
| Listening |
| Language |
| Help Me | Helpful |
| Knowledge |
| Call Length |
| Confidence |
| Transfer |
| Sales |
| Care About Me | Greeting |
| Build Rapport |
| Empathy |
| Appreciation |
| Live Hold |
| Trust |
| Resolve Me | Resolution |
| Authority |
| Ownership |
| Fair Treatment |
| Summarizes Call |
| Follow Through |
| Next Steps |
| Confirming Resolution |
| Customer Satisfaction |

**First Resolve – Call Center**

|  |  |  |
| --- | --- | --- |
| Tier 1 | Tier 2 | Source of Error |
| Useability | Difficult to use/Too complicated | Org |
| Took too long to complete transaction | Org |
| IVR voice quality not clear | Org |
| IVR did not recognize customer voice | Org |
| Handling | Did not handle transaction/Option not available | Org |
| Disconnected/Session timed out | Cust/Org |
| Redirection to/from channel | Org |
| Wrong department | Org |
| Not authorized user | Cust/Org |
| Policy issue | Cust/Org |
| Functions | Search function not working properly | Org |
| Print function not working properly | Org |
| Wouldn’t accept password/Password problems | Org |
| Technical issue | Org |
| Availability | System not working/Site down | Org |
| Directed to contact again/back | Org |
| Contact channel not available/closed | Org |
| Information | Could not find information/Not available | Org |
| Channel didn’t provide enough information | Org |
| Information incorrect/not updated | Org |
| Information inconsistent | Org |
| Response took too long/No response received | CSR/Org |
| Resolution | Unsatisfactory Solution | Org |
| Customer was not treated fairly | CSR/Org |
| Next steps not clear | CSR/Org |
| Verify/Request | Customer needed to verify/check status | Org |
| Request not done | CSR/Org |
| Verification Not Sent | CSR/Org |
| Customer | Customer needed to provide more info | Cust |
| Customer changed mind | Cust |
| Customer error | Cust |
| Customer wanted to talk to a CSR | Cust |
| Customer had the wrong password/Forgot password | Cust |
| CSR Approach/Knowledge | Not helpful/Caring | CSR |
| CSR lacked authority | CSR/Org |
| No confidence in CSR | CSR |
| Rude | CSR |
| Lack of knowledge to fix problem | CSR |
| Lack of knowledge of products/services | CSR |
| Other | Any issue not covered | Other |
| No feedback | Other |