

Summary of Call Monitoring Quality in Contact Centres

July 2015

The Council's Customer Service Code of Practice and Standards greatly contributes to maintaining Customer Excellence accreditation.

The Council has made a commitment to measure the **quality** of customer service and has introduced monitoring to do so.

The figures are the percentage of times the element was used in a sample of 30 calls to the Contact Centre service in July 2015.

Mandatory welcome	'Good morning/ afternoon'	100%
	'[Name] speaking'	100%
	'How can I help?'	100%
Enquiry – this is about how well the Customer Advisor listened to customers and extracted the relevant information to be able to process their enquiries	Understand the nature of the enquiry	97%
	Build rapport	77%
	Identify the customer's needs	100%
	Listen to the customer effectively	93%
	Explain timescales	52%
	Seek clarification	82%
	Advise of who will be dealing with the enquiry	83%
Resolution – this is where the Customer Advisor identifies solutions for the customers	Advise of the relevant process/ service	81%
	Identify and provide correct solutions	85%
	Provide a reference number	20%
Closure – this is how a Customer Advisor 'wraps' a call up to ensure the enquiry has been fully dealt with	Treat the customer fairly	61%
	'You have been speaking to [name] today'	14%
	'Is anything else I can help with'	17%
	'Thank you'	100%
Quality – these are the 'softer' aspects, politeness, clarity and appropriate tone of voice	'Goodbye'	100%
	Was the advisor polite?	100%
	Did the advisor speak clearly?	100%
	Was the advisor's tone of voice appropriate?	100%

'Treating the customer fairly' was an element which was added in this round of monitoring. Overall, there was an improvement across all elements. Key areas for development will be addressed in training to ensure continual improvement.