Otta

5 OF OUR FAVORITE QA SCORING PROMPTS

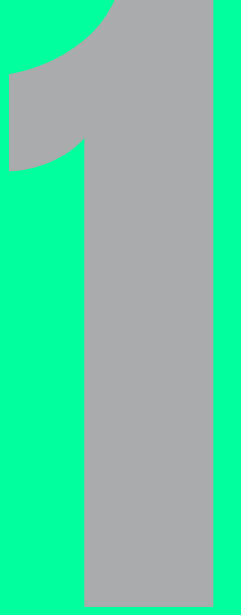That you can try on your calls!!

→

WE ARE USING THESE WITH OTTOQA

LOVE TO KNOW YOUR THOUGHTS!

Please copy these and use them on your call scoring.

We have so many more to share with the CX community!

HOW TO SCORE EMPATHY

Examine the conversation transcripts for any expression of dissatisfaction or concern by the customer, and evaluate the agent's response for empathy.

Consider the following when assessing empathetic communication:

• The use of explicit empathetic statements like 'I'm sorry to hear you're experiencing this' and 'It sounds like this has been quite stressful for you,' which directly acknowledge the customer's feelings.

• Indirect expressions of empathy that demonstrate understanding and concern, such as reflective listening (e.g., 'So what I'm hearing is that you've been affected by…') and validation of the customer's emotions ('You have every right to feel upset about that').

• The agent's ability to maintain a tone of genuine concern and understanding throughout their response, ensuring the customer feels heard and supported.

• The timing and appropriateness of the empathetic response, ensuring it directly follows the customer's expression of a problem or dissatisfaction to provide immediate emotional support.

If the transcript reveals no clear opportunity for the agent to show empathy (e.g., the call does not involve a negative experience or dissatisfaction), the agent should be awarded full points or marked as N/A, as appropriate, indicating that the absence of an empathetic response was due to the call's nature rather than an oversight.

Award points based on the agent's effectiveness in conveying empathy through both direct statements and nuanced communication, enhancing the customer's experience by making them feel valued and understood.

Assess the agent's ability to control the call by examining the transcript for evidence that the agent:

• Proactively guides the conversation, ensuring it progresses towards a resolution of the customer's concerns without becoming sidetracked by unrelated topics.

• Demonstrates effective use of questions and prompts to keep the conversation focused, encouraging the customer to provide relevant information when necessary.

• Manages the pacing of the call, balancing the need to address all customer queries thoroughly with the efficiency of moving the call towards a timely conclusion.

• Exhibits the ability to bring the conversation back on track if it begins to diverge, using polite interjections or redirecting techniques as needed.

• Asserts leadership in the conversation without dominating it, allowing the customer to express their needs fully while guiding the discussion towards productive outcomes.

Evaluate the agent's communication skills and strategies for maintaining control over the call's direction and flow. Consider how the agent balances attentiveness to the customer's needs with the efficiency and goal orientation of the call.

Award points based on the agent's effectiveness in navigating and controlling the call's flow, ensuring a focused, efficient, and resolution-oriented interaction.

SCORING CALL CONTROL

2

3 SCORING THE UNSEEN

Scoring of topics not able to be seen in the transcript
(i.e did agent pull up proper information on screen)

Review the transcript for verbal indications that demonstrate the agent's efficiency in navigating the system, including:

• Promptness in Providing Information:
Look for instances where the agent quickly offers accurate information or resolutions, suggesting efficient retrieval of data from the system.

• Smooth Transition Between Topics:
Identify moments where the agent seamlessly moves from one subject to another without apparent delays, implying proficient use of system resources.

• Confirmation of Actions:
Notice any verbal confirmations of actions taken within the system, such as checking information or updating records, which indicate active and efficient system navigation.

• Minimal Need for Correction:
Pay attention to any need for the agent to correct themselves or revisit earlier steps, as fewer corrections suggest more efficient navigation.

• Customer Feedback:
Consider any direct feedback from the customer regarding the speed or efficiency of the service, as this can reflect the agent's effectiveness in using the system.

Assign points based on these indicators of system navigation efficiency, focusing on how the agent's verbal interactions reflect their ability to effectively manage and utilize system tools and resources during the call.

Analyze the conversation transcript for evidence of the agent's active listening, which includes but is not limited to:

- Acknowledgment of Information: Look for verbal cues that the agent acknowledges and understands the information provided by the caller, such as summarizing points or asking clarifying questions that build on the information given, rather than requesting repeats.
- Reflective Responses: Assess the agent's use of reflective responses or paraphrasing to demonstrate they have accurately captured the caller's concerns, needs, or questions.
- Appropriate Follow-Up: Evaluate whether the agent asks relevant follow-up questions based on the information the caller has provided, indicating they are processing and engaging with the caller's input.
- Avoidance of Repetition Requests: Confirm that the agent does not ask the caller to repeat information unnecessarily, which would suggest a lack of attention or comprehension.
- Use of Caller's Name and Details: Identify instances where the agent personalizes the interaction by using the caller's name or referencing specific details the caller has mentioned, further indicating active listening and personal engagement.

Award points based on the agent's overall demonstration of active listening skills, which contribute to a productive and positive caller experience.

4 SCORING ACTIVE LISTENING

SCORING A PROPER GREETING

5

Evaluate the agent's expression of gratitude towards the caller by confirming whether the agent:

- Explicitly thanks the caller for choosing [Company Name], indicating appreciation for the customer's choice and time.
- Incorporates the thank you seamlessly into their initial greeting, enhancing the welcoming atmosphere of the call.
- Conveys sincerity and warmth in their tone when expressing gratitude, reinforcing the company's values of customer appreciation and service excellence.

The timing and manner of expressing thanks are crucial. It should occur early in the interaction, setting a positive tone for the remainder of the call. Assess not just the presence of a 'thank you' but also its effectiveness in making the caller feel valued and welcomed.

Award full points if the agent's expression of gratitude meets these criteria, contributing positively to the caller's experience.

JOIN OUR OTTOQA PRELAUNCH EMAIL LIST FOR MORE CONTENT LIKE THIS!

OTTOQA.COM

otta