

Call-Center Scorecard

Call Center
Blaire Group Analyst
Evaluation Location
Date

ABC TeleServices
 Gina Birge
 Makati City, Philippines
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Agent Communications	Weight	Scale	Score
English language skills	30	2	90
Response to direct inquiry	30	2	60
Effective listening	20	2	40
Open ended questioning	20	3	40
Objection Management	30	3	60
Presentation Effectiveness	30	2	60
Use of Examples, Case Studies	10	3	50
Tone	20	2	40
Enunciation	20	2	70
Grammar	30	3	90
Maintaining focus	20	3	60
Probe for pain points	20	2	40
Competency Score			700
Max Section Total			780
Score (%)			90%

Call-Center Analytics	Weight	Scale	Score
AQWT	30	3	90
ATT	30	2	90
AHT	30	3	70
CPH	30	2	70
ACW	20	2	60
ACR	20	3	50
FCR	20	3	60
Competency Score			490
Max Section Total			540
Score (%)			91%

Operations	Weight	Scale	Score
Geographical Location for Effective Recruiting	10	3	30
Physical Premises	10	2	10
Individual Workspace Environment	10	3	10
Current state	10	2	50
Competency Score			100
Max Section Total			120
Score (%)			83%

Management	Weight	Scale	Score
Total Employee / Executive Management Ratio	20	3	70
CSR / Line Management Ratio	30	3	90
Observation Policies	30	2	80
Observation Practices	30	3	80
Competency Score			320
Max Section Total			350
Score (%)			91%

Industry Experience / Awareness	Weight	Scale	Score
General Industry Awareness	30	3	90
Prior Industry Experience	30	3	90
Demonstrated Credibility	30	3	90
Competency Score			270
Max Section Total			270
Score (%)			100%

Training & Development	Weight	Scale	Score
Programmatic New Hire Training	30	3	60
Programmatic New Project Training	30	3	70
Agent Coaching	30	2	90
Agent Scripting	30	3	90
Agent Help Desk	30	2	60
Industry Certifications	20	3	60
Competency Score			430
Max Section Total			510
Score (%)			84%

Technology Deployments	Weight	Scale	Score
Interactive Voice Response	30	3	90
Call Routing	30	3	90
Email Management	30	3	90
Fax Management	30	3	70
Predictive Dialing	30	2	90
Web Chat	30	3	60
Workforce Management	30	3	80
Quality / Realtime Monitoring	30	2	70
Enterprise-grade VOIP	20	2	60
Solution Delivery Groups	20	3	80
Broadband Service / Quality	30	3	30
Electricity Backup	30	3	90
Enterprise-Class Scalability	20	2	90
Competency Score			990
Max Section Total			1080
Score (%)			92%

Composite Results	Score
Grand Total	2980
Max Audit Total	3650
Total Audit Score (%)	82%

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