**Call Center Data Collection Framework**

**PURPOSE**

This data framework provides an example of how to apply call center or customer service (CS) data to an evaluation. The framework provides a more complete data set and includes measurements and goals. The framework approach can be used to evaluate other data from an advisory. This framework example uses specific goals and measurements for evaluation.

**DIRECTIONS**

Adapt the framework to reflect water system data. Collect and analyze the data using the measurements provided. Use data in customer service databases and from staff debriefings. Incorporate the findings into the advisory protocol as well as other call center and customer service actions.

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| **Evaluation Question** | **Indicator or Measure** | **Unit of Measure** | **Advisory Objective** |
| Did customers call for information about the advisory? | --Calls made in response to the advisory | --Number of calls during the advisory | Customers know where to get information during an advisory |
| --Number of calls after the advisory | --Number of calls after lifting of the advisory  --Number of calls requesting more information | Customers know the advisory is lifted and how to get information |
| --Dates during which calls continued after the advisory | --Date of last call about advisory | Customers had continued concerns that were addressed |
| Did communication target the advisory area? | --Calls sorted by area | --Number in specific area  --Number outside the area  --Percent area call/all calls | Communicate an advisory to a targeted area |
| Were customer questions anticipated and answered appropriately? | --Call themes | --Number of calls by customer service (CS) code | Identify frequent questions to understand advisory concerns and reactions |
| --Response scripts and messages updated | --Yes/No  --Number of updates | CS staff are updated with new information |
| --Referred calls  --Location to which calls were referred | --Yes/No  --Number of calls referred by agency | CS staff are prepared to refer calls to other agencies as necessary |

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| **Evaluation Question** | **Indicators or Measure** | **Unit of Measure** | **Advisory Objective** |
| Were Customer Service (CS) staff prepared for an advisory? | --Response script preparation time | --Time to deliver response scripts to CS staff | Advisory communication material is available for CS in a timely manner |
| --Briefed CS staff --Updated CS staff | --Yes/No  --Number of updates | Advisory information is provided and explained to CS staff |
| --Response scripts adequately address customer questions | --Yes/No | CS response scripts provide appropriate support |
| Did CS staff have the correct resources for an advisory? | --Plan for staffing  --Hours for staffing, length of shift | --Yes/No  --Time per day for advisory | CS staffing can adapt to increased demands during an advisory |
| --Phone lines were accessible  --Enough phone lines  were available | --Yes/No  --Yes/No  --Number of phone lines | Communication lines have the capacity to meet  increased demands during an advisory |
| --Call response time  --Length of advisory calls --Web/e-mail response | --Time to return customer calls  --Time per phone conversation  --Number of e-mails received | CS staff have the resources to respond to customers in a timely manner during an advisory |
| Did CS data codes work for an advisory? | --Rank customer service codes used during the advisory | --Number of calls/inquiries per each CS code listed | CS codes will provide information and data about advisories |
| Were CS evaluation results incorporated into protocols? | --Customer survey | --Yes/No | Customers understand communication |
| --Apply survey data to advisory protocol and materials | --Yes/No | Use CS data to improve advisory response |