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 |
| Time during which calls continued after the advisory | * Time 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 |
| 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 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 |