Call Center Data Checklist

# PURPOSE

*Call center data are useful to evaluate the advisory response and the information provided to customers.*

# DIRECTIONS

*Identify types of data available in the water system customer service database. Replace information in brackets with specific water system and advisory information. Adapt the list below to meet your needs. If an advisory involves multiple organizations, request similar data from partners or other call centers.*

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Important call center data include:

* Call volumes (calls per hour, day, and week).
* Number of callers who listened to recorded information only.
* Number of calls handled by a live agent.
* Calls abandoned (caller hung up without listening to recorded information).
* Caller demographics (city, ZIP, county).
* Caller contact information (phone number or e-mail) if needed to provide follow-up information.
* Call topic (drinking water advisory, outage, discoloration, taste, illness).
* Call reason (information request, report case, provide information).