

How well do
your QA scores
match your
customer
satisfaction
scores?

What do you think this scored?

It was concerning to learn of the circumstances which prompted your contact to this office.

To reduce fare evasion it is our policy that all passengers must be in possession of a valid ticket to travel before they board our trains.

Whilst it does say in the National Conditions of Carriage that it's a customer's responsibility to check their tickets, occasionally mistakes occur and realistically the error was caused by ourselves. A cheque to the value of £30 is enclosed to cover the cost of the ticket.

Green? Customer feels happy and confident.

Amber? Customer not satisfied.

Red? Customer annoyed and at risk of contacting us again.

the first word



What do you think this scored?

It was concerning to learn of the circumstances which prompted your contact to this office.

To reduce fare evasion it is our policy that all passengers must be in possession of a valid ticket to travel before they board our trains.

Whilst it does say in the National Conditions of Carriage that it's a customer's responsibility to check their tickets, occasionally mistakes occur and realistically the error was caused by ourselves. A cheque to the value of £30 is enclosed to cover the cost of the ticket.

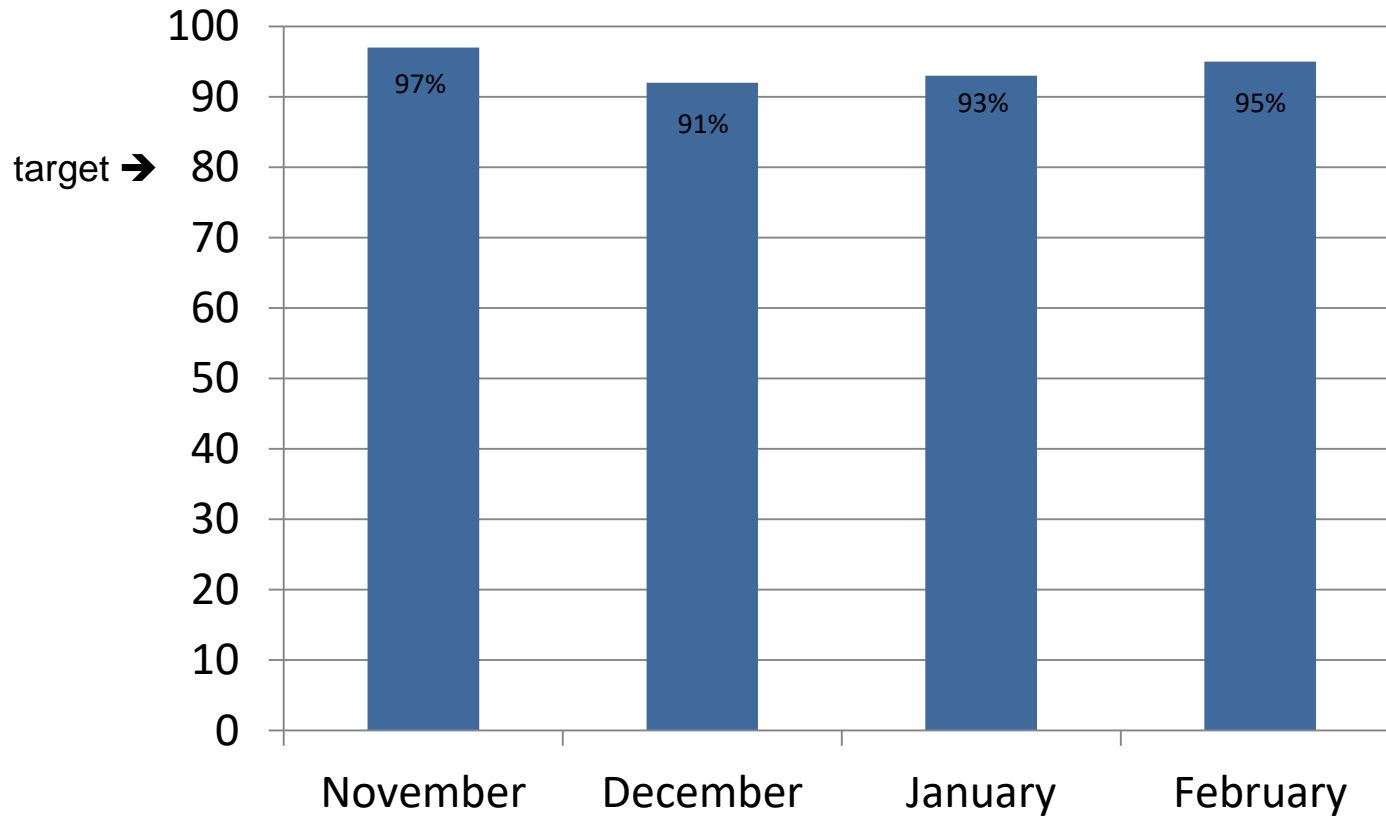
It scored Green!

the first word



Really?

Contact centre quality (written)

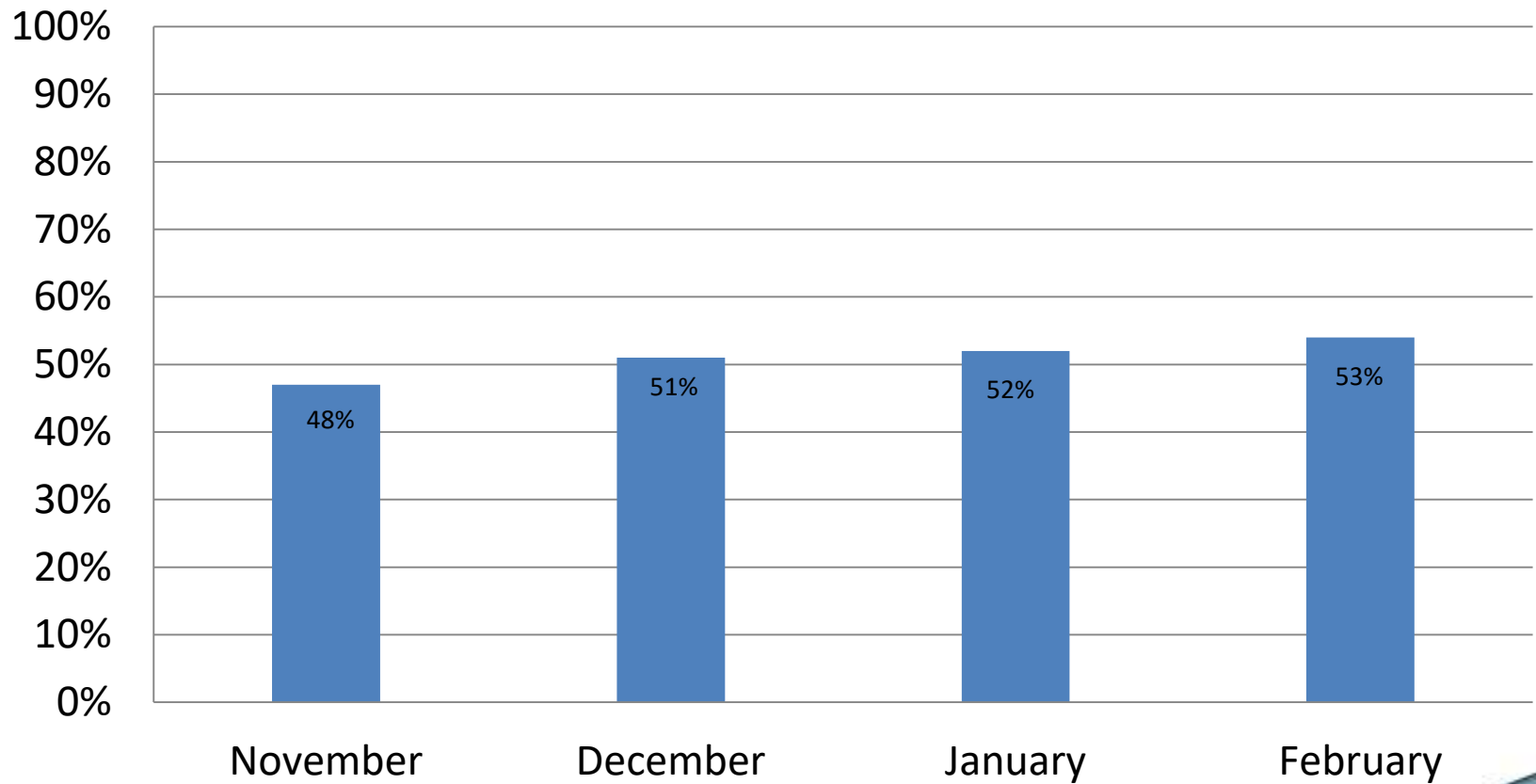


the first word



Really.

Customer satisfaction scores (post interaction)



the first word



What are
the problems
with quality
assessment?



Vague

NOT LINKED TO COACHING

BORING

Confusing

Subjective

Difficult

too long

Generic

Formulaic

Asking the WRONG QUESTIONS

COMPLAINTS QUALITY ASSURANCE FRAMEWORK (L2 and L3 Complaints)

(Policy and Competency Rules)

Date:	22.06.17
Version:	4.1
Author:	Phil the Assessor

Name	Department	Date	A/C/I
Ed Reas	Head of Shared Services Interim		A
Bill Policymaker	Senior Regulatory Compliance Manager		A
Jim Jargon	Senior Regulatory Compliance Manager		I
Craig Rules	Senior Governance & Compliance Manager		I
Helen Selling	Head of Sales & Service		I
Ray Risk	Training & Service Quality Manager		I
Sophie Says No	Operational Manager		I

Note: A = Approval, C = Comment, I = Information only

DOCUMENT CONTROL

Change History

This document is subject to formal change control and will be reviewed and updated at least annually.

the first word

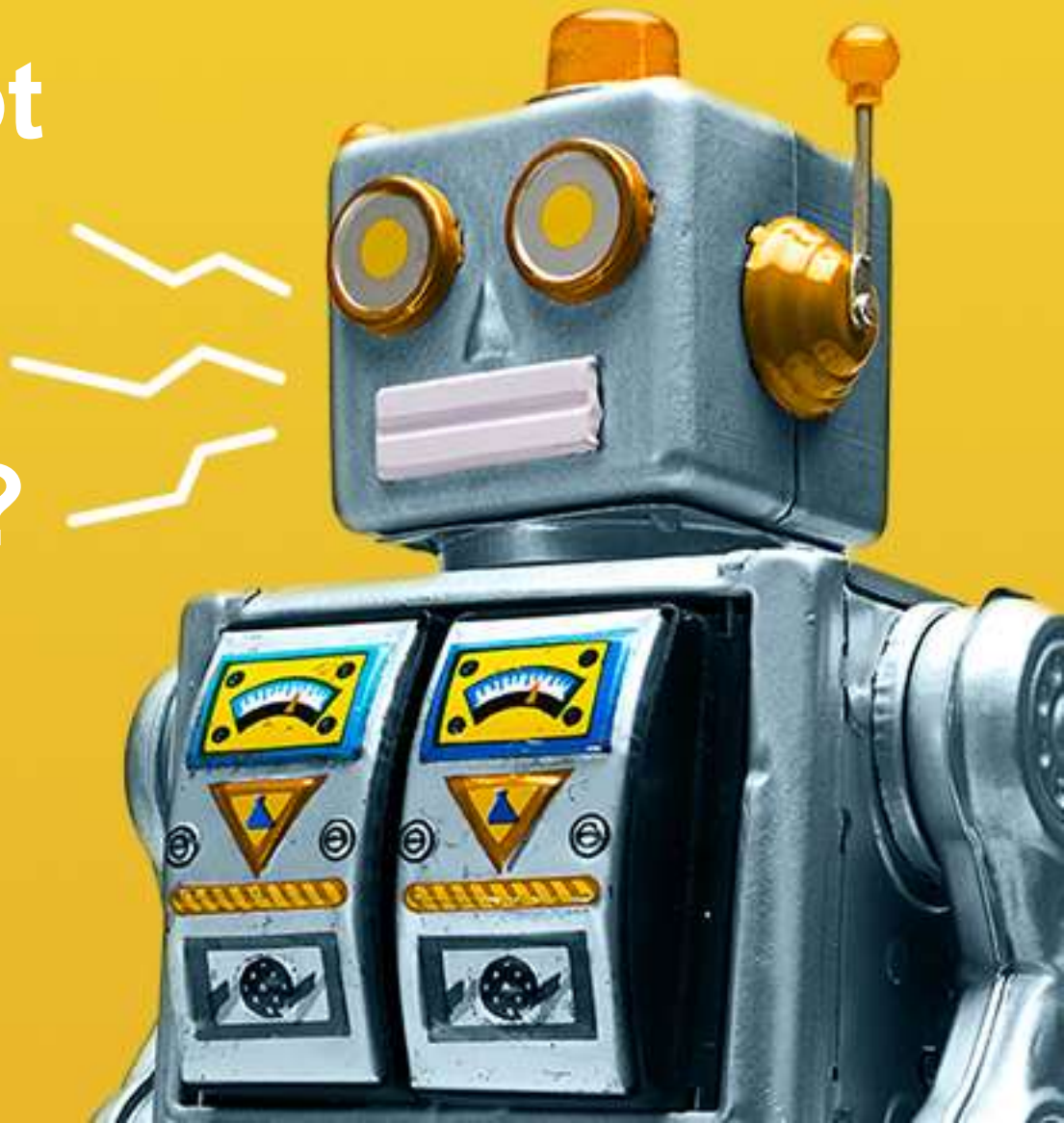


8b	Tone/Style		
1	Was the customer's name used?	Y	N
2	Were all issues covered?	Y	N
3	Was an expression of empathy used?	Y	N
4	Was an apology offered?	Y	N
5	Was ownership taken?	Y	N

the first word



Could a robot
pass your
quality
assessment?



Mrs Hanley writes...

Dear Sir / Madam

I am writing to complain about my recent journey from King's Cross to Darlington.

There was no trolley service on the train. London to Darlington is three hours and that's a long time without a cup of tea! Especially after I'd made a journey to King's Cross in the snow.

That was bad enough but the main reason I'm writing to complain is the 50 minute delay to the service. It meant that I missed my connecting train and had to stand outside for another 45 minutes while I waited for the next one. This was very frustrating and turned what should be an easy journey into an uncomfortable one – I'm 72 and my knees do not like being in the cold!

Mrs Hanley

the first word



Robot says....

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



8b	Tone/Style		
1	Was the customer's name used?	Y	N
2	Were all issues covered?	Y	N
3	Was an expression of empathy used?	Y	N
4	Was an apology offered?	Y	N
5	Was ownership taken?	Y	N

the first word



1. Was the customer's name used?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



1. Was the customer's name used?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word

AFFIRMATIVE



2. Were all issues covered?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



2. Were all the issues covered?

Hi Pamela

I am sorry you felt the need to complain.

AFFIRMATIVE

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



3. Was an expression of empathy used?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



3. Was an expression of empathy used?

Hi Pamela

I am sorry you felt the need to complain.

AFFIRMATIVE

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



4. Was an apology offered?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



4. Was an apology offered?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and **apologise for any inconvenience caused**. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word

AFFIRMATIVE



5. Was ownership taken?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



5. Was ownership taken?

Hi Pamela

I am sorry you felt the need to complain.

AFFIRMATIVE

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully

Robot

the first word



Did the robot pass?

YES! 5/5



the first word





Ask BETTER QUESTIONS

Ask better questions

QUESTION 1

Instead of: Was the customer's name used?

Ask: Did you address the customer how they want to be addressed?

(Clue: she signed off as Mrs Hanley.)

the first word



1. Did you address the customer how they want to be addressed?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot

the first word



1. Did you address the customer how they want to be addressed?

Hi Pamela

NEGATIVE

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot

the first word



Ask better questions

QUESTION 2

Instead of: Were all issues covered?

Ask: Did you answer all the points in order of importance to your customer?

the first word



2. Did you answer all the points in order of importance to your customer?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot



the first word



2. Did you answer all the points in order of importance to your customer?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot

the first word

NEGATIVE



Ask better questions

QUESTION 3

Instead of: Was an expression of empathy used?

Ask: Did you show empathy by reflecting back their experience?

(Clue: “I missed my connecting train... I'm 72 and my knees do not like being in the cold!”)

the first word



3. Did you show empathy by reflecting back their experience?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot



the first word



3. Did you show empathy by reflecting back their experience?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot

the first word

NEGATIVE



Ask better questions

QUESTION 4

Instead of: Was an apology offered?

Ask: If we made a mistake, did you say sorry sincerely upfront?

the first word



4. Did you say sorry sincerely upfront?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot



the first word



4. Did you say sorry sincerely upfront?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and **apologise for any inconvenience caused.** In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot

NEGATIVE



the first word

Ask better questions

QUESTION 5

Instead of: Was ownership taken?

Ask: Did you take ownership for what you did?

the first word



5. Did you take ownership for what you did?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot



the first word



5. Did you take ownership for what you did?

Hi Pamela

I am sorry you felt the need to complain.

Your journey has been reviewed and a trolley service was not operated on this service due to a staff shortage.

The delay was due to a slow running rolling stock ahead of the train.

I note your dissatisfaction with the service received and apologise for any inconvenience caused. In recognition of the delay to this service, please find enclosed rail vouchers to the value of £50.00.

Yours faithfully
Robot

the first word


NEGATIVE



Did the robot pass?

NO! 0/5



the first word


We take ownership with

ACTIVE VERBS



the first word



The deadly passive



“Mistakes were made.”

the first word



The 'by robots' test

If you can put the words
'by robots' at the end
of a sentence, it's passive.

If you can't, it's active.



the first word

The 'by robots' test

“Your journey has been reviewed.”

the first word



The 'by robots' test

“Your journey has been reviewed (by robots).”

PASSIVE!



the first word

The 'by robots' test

“I reviewed your journey.”

ACTIVE!

the first word



The 'by robots' test

“All complaints are taken seriously.”

the first word



The 'by robots' test

“All complaints are taken seriously (by robots).”

PASSIVE!



the first word

The 'by robots' test

“We take all complaints seriously.”

ACTIVE!

the first word



Could a robot
pass your
quality
assessment?



Top tips for quality assessment

1. Ask the right questions.
2. Train your teams on what to look for and do regular calibrations.
3. Use your instincts – don't only rely on a scoring mechanism.

the first word



To use or not to use emojis?



the first word



neil.martin@thefirstword.co.uk



- More tips on QA
- Live chat training and coaching for your teams
- A better quality version of the email to Mrs Hanley