

right on time

Excellent call handling and the BigWord translation programme are helping advisers get the right results for customers

PDCS employees should give themselves a pat on the back after their call handling skills were praised during a recent mystery shopping programme, which reported that over 98 per cent of calls are answered first time.

Mystery Shopping Programmes (MSP) are frequently set up by market research companies on behalf of clients to anonymously evaluate customer service.

One such market research company, GfK, has been testing PDCS advisers on the Key Drivers of Customer Satisfaction, by posing as customers. The mystery shoppers asked contact centre agents scenario-based questions and then completed a questionnaire based on this experience, scoring the service on the four Key Drivers.

High quality

GfK completed 1,694 mystery shopping telephone calls to PDCS staff between October and December 2009, and discovered that 98.8 per cent of them were answered during the first attempt. In addition, 66 per cent were answered within one minute, rising to 83 per cent within two minutes. Only two were transferred and one put on hold.

Rosie Clayton, Associate Director for GfK Mystery Shopping, says, "The results highlight the quality of your call handling. It's essential all centre staff have a respectful,

professional manner. PDCS call centre staff are particularly good at soft skills, good with people and have a good manner."

The MSP also reported back on the innovative ways PDCS is using technology to help non-English speakers get the help and benefits they need.

Foreign-language callers

The MSP highlighted the challenge of supporting people whose first language is not English.

Of these, 33 per cent of calls failed for various reasons, eight per cent were cut off, three per cent were encouraged to speak English, seven per cent were told no one was available but no call back was then arranged, and four per cent were put through to an interpreter but no contact agent was also present on the line.

A further 11 per cent of calls were given another number to call or were told they would have to provide details such as their National Insurance number. Clearly, the challenge of working with callers whose first language isn't English needs to be addressed and resolved.

However, Rosie says, "When calls fail, it's often because the adviser hasn't had enough training in how to conference in BigWord. Calls also failed because of the misinterpretation of the translation using BigWord." [dwp]



Well done! PDCS has demonstrated great call handling skills

Key Drivers (percentages represent customers getting the desired outcome)

Right Treatment	87%
Right Result	45%
On time	100%
Easy Access	93%

BigWord

This service provides simultaneous interpretation in a three-way conversation between the caller, a translator fluent in the caller's language and a PDCS employee.

The Mystery Shopping programme identified certain translation problems, so PDCS has escalated the issue to find a solution fast.

Textphones

Textphones enable customers to type to a telephone number using a keyboard. The Mystery Shopping Programme highlighted problems customers faced when using textphones. When software provider TextBox addressed software compatibility problems, calls getting through increased by 50 per cent in the first month.



Go to **PDCS intranet > A to Z > Mystery Shopper**