

# SECRET SHOPPING ON-DEMAND™

POWERED BY ABOUTFACE

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## Customer Service Evaluation Telephone Experience (Recorded)

Company Name:  [pick](#)      Location Name:       Address:       Telephone:

Call Date:  [pick](#)      Call Day:  [Choose one]      Call Time:  [pick](#)

Month Assigned:  [Choose one]      Quarter:       Year:  [Choose one]

Date Ordered:       Order Timeline:       Drop Dead Date:

**Professionalism:**

**Telephone Associate's  
Name:**

**Attitude:**

**Knowledge:**

**Sales:**

**Bottom Line:**

Desc Exp:

Desc Assoc:

Rec:

**VISIT TOTAL:**

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To log back in to Secret Shopping On-Demand™ to review your account or place another order, simply go to [www.secretshoppingondemand.com](http://www.secretshoppingondemand.com) and click the "Back for More?" button. You will be prompted

to enter your email address and the password you set up when you created your account.

### SCORING CRITERIA

0-10: 10 – 9 EXCELLENT, 8 – 7 ABOVE AVERAGE, 6 – 4 AVERAGE, 3 – 2 BELOW AVERAGE, 1-0  
POOR

Yes = 10, No = 0

Yes = 5, No = 0

N/A = Both the actual and the possible points are thrown out so as to not adversely affect the total score.

### SHOPPER SCENARIO

Please describe in detail the scenario you presented:

Telephone Associate's Name:

### Professionalism

1. URGENCY: Was your call answered within three rings or less?  NA  Yes  No
2. GREETING: Did you receive a professional greeting?  NA  Yes  No
3. CONTACT INFORMATION: Did the telephone associate ask for your contact information (i.e., name, address, telephone number and/or email address)?  NA  Yes  No

Explain your answers to ALL parts of questions 1 through 3:

4. HOLD: If you were placed on hold at any time during your call, did the telephone associate:
  - A. Ask your permission first and wait for your response?  NA  Yes  No
  - B. Check back with you at 30-second intervals, if necessary?  NA  Yes  No
5. LISTENING SKILLS: Did the telephone associate listen attentively when you presented your scenario?  ▾

Explain your answers to ALL parts of questions 4 and 5:

### Attitude

1. ENTHUSIASM: Did the telephone associate seem enthusiastic and eager to assist you?  ▾
2. DEMEANOR: Were you treated in a positive and professional manner?  NA  Yes  No
3. COURTEOUS LANGUAGE: Did the telephone associate use courteous  NA  Yes  No

language throughout the call?

4. APPRECIATION: Did the telephone associate express sincere appreciation for your call?  ▾

Explain your answers to all questions in this section:

### Knowledge

1. KNOWLEDGE: Was the telephone associate knowledgeable about the company's products and/or services?  NA  Yes  No
2. FEE: If appropriate, were you told about a consultation fee without having to ask?  NA  Yes  No

What was the amount of the consultation fee, if any? \$

Explain your answers to all questions in this section:

### Salesmanship

1. NEEDS ASSESSMENT: Did the telephone associate ask probing questions to effectively determine your needs and/or the reason for your call?  ▾
2. ASK FOR SALE: Did the telephone associate in any way ask for the sale/ask for your business?  NA  Yes  No
3. NEXT STEPS: Did the telephone associate:
- A. Attempt to book an appointment/consultation?  NA  Yes  No
- B. Invite you to visit their store/office/location?  NA  Yes  No

Explain your answers to all questions in this section:

### BOTTOM LINE

The Bottom Line is a qualitative category, which sums up the customer's experience.

### BL

1. Choose one word to describe your telephone experience:
2. Choose one word to describe the telephone associate:
3. Based solely upon your interaction with the telephone associate, would you want to do business with this company?  NA  Yes  No
4. What could this telephone associate have done to make the experience better?

**CUSTOM QUESTIONS**

This section contains questions that are unique to this shop.

**CQ**

Please answer Custom Question #1 here:

2. CUSTOM QUESTION #2: Was a Custom Question #2 listed for this shop at the above website?  NA  Yes  No

Please answer Custom Question #2 here:

3. CUSTOM QUESTION #3: Was a Custom Question #3 listed for this shop at the above website?  NA  Yes  No

Please answer Custom Question #3 here:

4. CUSTOM QUESTION #4: Was a Custom Question #4 listed for this shop at the above website?  NA  Yes  No

Please answer Custom Question #4 here:

5. CUSTOM QUESTION #5: Was a Custom Question #5 listed for this shop at the above website?  NA  Yes  No

Please answer Custom Question #5 here:

**Additional Comments and Narrative**

We have only asked specific service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.

**Shopper**

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?
- If you have any questions, concerning making this shop the best, please e-mail your question / concern to [qualitycontrol@aboutfacecorp.com](mailto:qualitycontrol@aboutfacecorp.com).
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.