

**CRM Grand Prix 2004 Greece**  
**CALLS**

*In the year 2004 in Greece 840 mystery telephone calls were made to 26 businesses with a contact center of at least 4 agents involved in telephone customer service, covering 6 industry sectors.*

<u>Industry Sectors</u>	<u>Nr. of Companies</u>	<u>Mystery Calls</u>
Financial Services/Insurance	8	258
Telecommunications/Internet Services	7	236
Transportation/Automobile	4	130
Technology	2	60
Courier Services	2	61
Other Services	3	103

Country's highest overall score	:	94,09
Country's lowest overall score	:	20,39
<b>Country's overall Benchmark</b>	:	<b>55,97</b>

## THE GREEK TELEPHONE BENCHMARKS

<u>Evaluation Parameter</u>	<u>Country</u>
(F1) Total time before answering (including switchboard/IVR)	57,19
(F2) Greeting	67,04
(F3) Warmth of welcome	58,79
(F4) Quality of listening	77,12
(F5) Control of call	61,67
(F6) Product knowledge	74,12
(F7) Sales awareness	22,94
(F8) Conclusion to call	54,66
(F9) Overall attitude	63,09
(F10) Overall efficiency	71,93
(F11) Anticipating future needs - building the relationship	07,08
<b>OVERALL BENCHMARKS</b>	<b>55,97</b>

**CRM Grand Prix 2004 Greece**  
**E-MAILS**

*In 2004, in Greece 180 mystery e-mails were sent to 18 businesses with a contact center of at least 4 agents involved in e-mail response customer service, covering 6 industry sectors.*

<b><u>Industry Sectors</u></b>	<b><u>Business</u></b>	<b><u>Mystery e-mails</u></b>
Financial Services / Insurance	6	60
Telecommunications / Internet Service	7	70
Transportation/Automobile	1	10
Technology	1	10
Courier Services	1	10
Other Services	2	20

Country's highest overall score	:	91,36
Country's lowest overall score	:	29,09
<b>Country's overall Benchmark</b>	:	<b>61,64</b>

## THE GREEK E-MAIL BENCHMARKS

<u>Evaluation Parameter</u>	<u>Country</u>
(F1) Ease of access to e-mail enquiry mechanism	62,50
(F2) Total time taken to respond	64,72
(F3) Identification of the Respondent	51,67
(F4) Personalisation of the Response	71,67
(F5) Spelling	83,61
(F6) Style	73,33
(F7) Content of the Response	65,00
(F8) Commercial awareness	28,33
(F9) Politeness	68,89
(F10) Conclusion / Follow-up	58,89
(F11) Anticipating future needs - building the relationship	49,44
<b>OVERALL BENCHMARKS</b>	<b>61,64</b>

**CRM Grand Prix 2004 Greece**  
**Multimedia Contact Management**

*In the year 2004 in Greece, a total number of 764 mystery shopper contacts - telephone calls & e-mails - were conducted for the purpose of the Multimedia Contact Management Award to 18 companies in 6 different industry sectors.*

<b><u>Industry Sectors</u></b>	<b><u>Business</u></b>	<b><u>Mystery Calls</u></b>	<b><u>Mystery e-mails</u></b>
Financial Services / Insurance	6	189	60
Telecommunications / Internet Service	7	236	70
Transportation/Automobile	1	30	10
Technology	1	30	10
Courier Services	1	31	10
Other Services	2	68	20

Country's highest overall score : 92,84  
Country's lowest overall score : 25,56  
**Country's overall Benchmark : 58,39**