

CRM Grand Prix 2005 Greece
CALLS

In the year 2005 in Greece 937 mystery telephone calls were made to 29 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	10	319
Telecommunications/Internet Services	5	164
Courier Services	3	96
Technology	5	161
Transportation/Automobile	4	137
Other Services	2	60

Country's highest overall score	:	94,55
Country's lowest overall score	:	18,96
Country's overall Benchmark	:	64,02

THE GREEK TELEPHONE BENCHMARKS

<u>Evaluation Parameter</u>	<u>Country</u>
(F1) Total time before answering (including switchboard/IVR)	64,89
(F2) Greeting	67,82
(F3) Warmth of welcome	64,09
(F4) Quality of listening	83,40
(F5) Control of call	73,00
(F6) Product knowledge	80,31
(F7) Sales awareness	40,82
(F8) Conclusion to call	60,35
(F9) Overall attitude	71,18
(F10) Overall efficiency	77,91
(F11) Anticipating future needs - building the relationship	20,44
OVERALL BENCHMARKS	64,02

CRM Grand Prix 2005 Greece
E-MAILS

In 2005, in Greece 227 mystery e-mails were sent to 23 businesses with a contact center of at least 4 agents involved in e-mail response customer service, covering 6 industry sectors.

<u>Industry Sectors</u>	<u>Business</u>	<u>Mystery e-mails</u>
Financial Services / Insurance	8	78
Telecommunications / Internet Service	5	50
Courier Services	2	20
Technology	3	30
Transportation/Automobile	3	29
Other Services	2	20

Country's highest overall score	:	99,55
Country's lowest overall score	:	42,42
Country's overall Benchmark	:	78,75

THE GREEK E-MAIL BENCHMARKS

<u>Evaluation Parameter</u>	<u>Country</u>
(F1) Ease of access to e-mail enquiry mechanism	95,59
(F2) Total time taken to respond	96,48
(F3) Identification of the Respondent	65,86
(F4) Personalisation of the Response	84,36
(F5) Spelling	89,21
(F6) Style	86,56
(F7) Content of the Response	73,57
(F8) Commercial awareness	45,37
(F9) Politeness	90,75
(F10) Conclusion / Follow-up	80,40
(F11) Anticipating future needs - building the relationship	58,15
OVERALL BENCHMARKS	78,75

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Multimedia Contact Management

In the year 2005 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.

<u>Industry Sectors</u>	<u>Business</u>	<u>Mystery Calls</u>	<u>Mystery e-mails</u>
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