

TELEPERFORMANCE INTERNATIONAL

CRM Grand Prix Customer Service Awards 2006

Background

Every year since 1988, the **Teleperformance Group**, the world's largest **Telemarketing & Teleservices** provider, has conducted its "**CRM Grand Prix Customer Service Awards**", to recognize superior customer service delivered through the telephone, and e-mail response. The objective of this survey is to measure the quality of the service delivered by businesses over distance and to raise awareness of the impact, which this has upon their image. The survey also provides benchmarking data against which individual performance can be measured, highlighting specific areas of strength and weakness in relation to the performance of other businesses.

Survey Methodology

Businesses selected for inclusion in the survey are notified in advance by **Teleperformance**, giving them the opportunity to "opt out" if they do not wish to participate. **Teleperformance** personnel then undertake a series of 30 "mystery telephone calls" and 10 "mystery e-mails" to each business, using a variety of pre-determined scenarios designed to evaluate the quality of call-handling provided with reference to 11 specific criteria in each case.

The detailed "**Call Evaluation Sheets**" and "**E-mail Evaluation Sheets**" are attached to highlight the specific parameters measured and the scoring criteria for each of them.

Each call and each e-mail is evaluated so as to generate a "**score**" of 0 1 2 for each of the criteria, which in turn generates an overall score out of 22.

These scores are then recorded and analyzed so as to measure the individual performance of each business and to build up an overall picture of performance across different industry sectors.

In 2006, a total of 90,000 telephone calls and 25,000 e-mails were made to 2,500 businesses in 30 countries, covering 12 industry sectors.

CRM Grand Prix 2006 Greece CALLS

In the year 2006 in Greece 1.208 mystery telephone calls were made to 37 businesses with a contact center of at least 10 agents involved in telephone customer service, covering 8 industry sectors.

<u>Industry Sectors</u>	<u>Nr. of Companies</u>	<u>Mystery Calls</u>
Financial Services / Insurance	11	347
Telecommunications / ISPs	7	230
Courier Services	5	161
Transportation	3	105
Automobile	3	100
Retail	2	70
Technology	2	65
Other Services	4	130

Country's highest overall score	:	97,27%
Country's lowest overall score	:	4,55%
Country's overall Benchmark	:	61,41%

CRM Grand Prix 2006 Greece E-MAILS

In 2006, in Greece 319 mystery e-mails were sent to 32 businesses with a contact center of at least 10 agents involved in e-mail response customer service, covering 8 industry sectors.

<u>Industry Sectors</u>	<u>Nr. of Companies</u>	<u>Mystery e-mails</u>
Financial Services / Insurance	8	80
Telecommunications / ISPs	6	60
Courier Services	5	50
Transportation	3	30
Automobile	3	30
Technology	2	20
Retail	1	10
Other Services	4	40

Country's highest overall score	:	100,00%
Country's lowest overall score	:	19,55%
Country's overall Benchmark	:	65,77%

THE GREEK E-MAIL BENCHMARKS

<u>Evaluation Parameter</u>	<u>Country</u>
(F1) Ease of access to e-mail enquiry mechanism	96,87
(F2) Total time taken to respond	63,32
(F3) Identification of the Respondent	59,56
(F4) Personalisation of the Response	63,48
(F5) Spelling	77,90
(F6) Style	75,71
(F7) Content of the Response	64,89
(F8) Commercial awareness	43,42
(F9) Politeness	66,61
(F10) Conclusion / Follow-up	55,64
(F11) Anticipating future needs - building the relationship	56,11
OVERALL BENCHMARKS	65,77

CRM Grand Prix 2006 Greece MULTIMEDIA

In 2006, in Greece 1.362 mystery contacts (calls & e-mails) were sent to 32 businesses with a contact center of at least 10 agents involved in e-mail response customer service, covering 8 industry sectors.

<u>Industry Sectors</u>	<u>Nr. of Companies</u>	<u>Mystery Contacts</u>
Financial Services / Insurance	8	427
Telecommunications / ISPs	6	290
Courier Services	5	211
Transportation	3	135
Automobile	3	130
Technology	2	85
Retail	1	80
Other Services	4	169

Country's highest overall score	:	98,75%
Country's lowest overall score	:	24,44%
Country's overall Benchmark	:	62,47%