Aspire60™ Question Set

Add Company Name

1. **Scan: Please double check you have put in the correct Scan number - this is vital**

_____

2. **Audit Code**

_____

3. **Researcher's Name**

_____

4. **Date of Analysis (DD/MM/YY)**

_____

5. **Agent's Name (if given)**

_____

6. **Customer's Name (for supplied calls only – e.g. calls you haven't made personally) & Gender**

_____Gender_____

7. **Company**

_____

7a **Purpose of Call (e.g. Sales / Service / Help Desk / Complaint / Collections / Internal / Technical / etc)**

_____

Only answer questions 8-11 if you have made the call yourself

To help us in identifying any calls you have made on our recording system please supply:

8. **Date of Call (DD/MM/YY)**

_____

9. **Time of call (the more accurate the better)**

_____

10. **If making the call yourself please provide the number you dialled from**

_____

11. **If making the call yourself please provide the number you dialled out to**

_____

Aspire60™ Questions

Before Analysis

12. **Before analysis how do we feel about the interaction?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

13. **MAKE AN OVERALL COMMENT**

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Facts and Feelings

14. **Do we get straight through to the right person?**

- ❑ *Yes*
- ❑ *No*

15. **Opening salutation given?**

- ❑ *Yes*
- ❑ *No*

16. **Offer of help?**

- ❑ *Yes*
- ❑ *No*

17. **Title/Name?**

- ❑ *Yes*
- ❑ *No*

18. **Was your query resolved, or your task objective successful?**

- ❑ *Yes*
- ❑ *No*

19. **We understood what was said to us?**

- ❑ *Yes*
- ❑ *No*

19a **How easy/difficult was it to understand their accent?**

Extremely Difficult(1)	Extremely Difficult(2)	Difficult(3)	Difficult(4)	Neutral(5)	Neutral(6)	Easy(7)	Easy(8)	Extremely Easy(9)	Extremely Easy(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

19b **How responsive was the agent in understanding your query?**

Extremely Unrespons ive(1)	Extremely Unrespons ive(2)	Unrespons ive(3)	Unrespons ive(4)	Neutral(5)	Neutral(6)	Responsiv e(7)	Responsiv e(8)	Extremely Responsiv e(9)	Extremely Responsiv e(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

20. **Further assistance offered?**

- ❑ *yes*
- ❑ *no*

21. **Parting salutation [inc. thanks]?**

- ❑ *yes*
- ❑ *no*

22. **Are they prepared with everything they need?**

- ❑ *yes*
- ❑ *no*

23. **Are we put on hold if at all? [during the whole call]**

- ❑ *yes*
- ❑ *no*

24. **If yes how do we feel about being on hold?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Developing the Relationship

25. **How welcome do we feel by the initial words of the greeting?**

Extremely Unwelcom e(1)	Extremely Unwelcom e(2)	Unwelcom e(3)	Unwelcom e(4)	Neutral(5)	Neutral(6)	Welcome(7)	Welcome(8)	Extremely Welcome(9)	Extremely Welcome(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

26. **How welcome do we feel for the rest of the call?**

Extremely Unwelcom e(1)	Extremely Unwelcom e(2)	Unwelcom e(3)	Unwelcom e(4)	Neutral(5)	Neutral(6)	Welcome(7)	Welcome(8)	Extremely Welcome(9)	Extremely Welcome(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

27. **How do we feel about their honesty?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

28. **How do we feel about their sincerity?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

29. **How do we feel about their listening skills?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

30. **How do we feel about the personalisation of the experience?**

Extremely Impersonal(1)	Extremely Impersonal(2)	Impersonal(3)	Impersonal(4)	Neutral(5)	Neutral(6)	Personal(7)	Personal(8)	Extremely Personal(9)	Extremely Personal(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

31. **How do we feel about their appreciation of our emotional needs?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

32. **How do they meet our emotional expectations?**

Extremely Disappointed(1)	Extremely Disappointed(2)	Disappointed(3)	Disappointed(4)	Neutral(5)	Neutral(6)	Exceed/Delight(7)	Exceed/Delight(8)	Extremely Delighted(9)	Extremely Delighted(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

33. **Where is their prime focus?**

- ❑ Me
- ❑ Their computer system
- ❑ The product
- ❑ The sale
- ❑ The account
- ❑ Their procedures
- ❑ Themselves
- ❑ Other [specify]

34. **Generally we feel most treated as?**

- ❑ A very special person
- ❑ A friend
- ❑ An individual person
- ❑ A customer
- ❑ A number
- ❑ A 'sale'
- ❑ As one of the crowd
- ❑ An object
- ❑ A child
- ❑ An irritation

35. **How do we feel about the relationship they have developed with us?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

36. **Based solely on the relationship with the person who handled your interaction how likely is it that you would recommend this company to a friend or colleague?**

Help note: ***Where the relationship is the way a particular person makes you feel by their rapport***

Extremely Likely(1)	Extremely Likely(2)	Likely(3)	Likely(4)	Neutral(5)	Neutral(6)	Likely(7)	Likely(8)	Extremely Likely(9)	Extremely Likely(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Handling the Task

37. **How do we feel about their professionalism?**

Extremely Unprofessional(1)	Extremely Unprofessional(2)	Unprofessional(3)	Unprofessional(4)	Neutral(5)	Neutral(6)	Professional(7)	Professional(8)	Extremely Professional(9)	Extremely Professional(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

38. **How do we feel about their general approach in finding out our physical needs?**

Extremely Ineffective (1)	Extremely Ineffective (2)	Ineffective (3)	Ineffective (4)	Neutral(5)	Neutral(6)	Effective(7)	Effective(8)	Extremely Effective(9)	Extremely Effective(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

39. **How do we feel about the information they give us? (**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

40. **How do we feel about the amount of time being made for us?**

Extremely Pressured(1)	Extremely Pressured(2)	Pressured(3)	Pressured(4)	Neutral(5)	Neutral(6)	Relaxed(7)	Relaxed(8)	Extremely Relaxed(9)	Extremely Relaxed(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

41. **How do we feel about the way our request is handled?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

42. **Based solely on the process you have encountered how likely is it that you would recommend this company to a friend or colleague?**
Help note: ***Where the process is the structure the agent guides you through to achieve your goal***

Extremely Unlikely(1)	Extremely Unlikely(2)	Unlikely(3)	Unlikely(4)	Neutral(5)	Neutral(6)	Likely(7)	Likely(8)	Extremely Likely(9)	Extremely Likely(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Promotion and Wrap Up

43. **Do they claim any differentiating reasons to do business?**
Help note: *If a product or service is described as being differentiating, many other companies may offer the same type of product or service but would offer it as being different.*

❑ *Yes*
❑ *No*

44. **If yes, then how do we feel about it?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

45. **How much pride/shame do they have in their company?**.

Extreme shame(1)	Extreme shame(2)	shame(3)	shame(4)	Neutral(5)	Neutral(6)	Pride (7)	Pride (8)	Extreme Pride (9)	Extreme Pride (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

46. **Did they try to sell to me?**

- ❑ *Yes*
- ❑ *No*

47. **If yes, then how appropriate/inappropriate was this sales approach to your needs?**

Extremely Inappropriately(1)	Extremely Inappropriately(2)	Inappropriately(3)	Inappropriately(4)	Neutral(5)	Neutral(6)	Appropriately(7)	Appropriately(8)	Extremely appropriately(9)	Extremely appropriately(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

48. **How passionate/impassionate are they when promoting themselves (eg. products/services, company name)?**

Extremely Impassionately(1)	Extremely Impassionately(2)	Impassionately(3)	Impassionately(4)	Neutral(5)	Neutral(6)	Passionately(7)	Passionately(8)	Extremely Passionately(9)	Extremely Passionately(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

49. **How do I feel about the wrap up?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

50. **Based only on this interaction are you able to recommend a particular product or service?**

- ❑ *Yes*
- ❑ *No*

51. **Based solely on this interaction, how likely is it that you would recommend a particular product or service to a friend or colleague?**

Extremely Unlikely(1)	Extremely Unlikely(2)	Unlikely(3)	Unlikely(4)	Neutral(5)	Neutral(6)	Likely(7)	Likely(8)	Extremely Likely(9)	Extremely Likely(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Common Values

52. **How empowered/unempowered are they in dealing with your query?**

Extremely Unempowered(1)	Extremely Unempowered (2)	Unempowered (3)	Unempowered(4)	Neutral(5)	Neutral(6)	Empowered(7)	Empowered(8)	Extremely Empowered(9)	Extremely Empowered(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

53. **How important do customers feel?**

Extremely unimportant(1)	Extremely unimportant(2)	Unimportant(3)	Unimportant(4)	Neutral(5)	Neutral(6)	Important(7)	Important(8)	Extremely Important(9)	Extremely Important(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

54. **How would you rate the ownership the agent took of us and our needs?**

Extremely Unimportant(1)	Extremely Unimportant(2)	Unimportant(3)	Unimportant(4)	Neutral(5)	Neutral(6)	Important(7)	Important(8)	Extremely Important(9)	Extremely Important(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

55. **How do they try for us?**

Couldn't care less(1)	Couldn't care less(2)	Apathetic(3)	Apathetic(4)	Neutral(5)	Neutral(6)	Try hard(7)	Try hard(8)	Couldn't try harder(9)	Couldn't try harder(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

56. **How do we feel about our partnership?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Important(7)	Important(8)	Extremely Important(9)	Extremely Important(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

57. **How flexible/inflexible is their approach in dealing with your inquiry?**

Extremely Inflexible(1)	Extremely Inflexible(2)	Inflexible(3)	Inflexible(4)	Neutral(5)	Neutral(6)	Flexible(7)	Flexible(8)	Extremely Flexible(9)	Extremely Flexible(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

58. **How is their approach to doing a better job?**

Extremely Averse(1)	Extremely Averse(2)	Averse(3)	Averse(4)	Neutral(5)	Neutral(6)	Committed(7)	Committed(8)	Extremely Committed(9)	Extremely Committed(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

59. **How memorable was the interaction?**

Extremely Forgettable(1)	Extremely Forgettable(2)	Forgettable(3)	Forgettable(4)	Neutral(5)	Neutral(6)	Memorable(7)	Memorable(8)	Extremely Memorable(9)	Extremely Memorable(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Post Analysis Overall Score

60. **Overall, how likely is it that you would recommend this company to a friend or colleague?**
Help note: based on a combined approach to relationship, process and, if appropriate, products and services

Extremely Unlikely (1)	Extremely Unlikely (2)	Unlikely(3)	Unlikely(4)	Neutral(5)	Neutral(6)	Likely(7)	Likely(8)	Extremely Likely(9)	Extremely Likely(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

61. **After analysis how do we feel about the interaction?**

Extremely Bad(1)	Extremely Bad(2)	Bad(3)	Bad(4)	Neutral(5)	Neutral(6)	Good(7)	Good(8)	Extremely Good(9)	Extremely Good(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

61a. **How interested are you in talking to this call centre agent again in dealing with your query?**

Extremely Uninterested(1)	Extremely Uninterested(2)	Uninterested(3)	Uninterested(4)	Neutral (5)	Neutral (6)	Interested(7)	Interested(8)	Extremely Interested(9)	Extremely Interested(10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

62. **MAKE AN OVERALL COMMENT**

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Competency

63. **How Appropriate/Inappropriate was the language they used during the interaction?**

Extremely Inappropriate (1)	Extremely Inappropriate (2)	Inappropriate (3)	Inappropriate (4)	Neutral(5)	Neutral(6)	Appropriate (7)	Appropriate (8)	Extremely Appropriate (9)	Extremely Appropriate (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

64. **How Knowledgeable was the call centre agent about their company's products and services?**

Extremely unknowledgeable (1)	Extremely unknowledgeable (2)	Unknowledgeable (3)	Unknowledgeable (4)	Neutral (5)	Neutral (6)	Knowledgeable (7)	Knowledgeable (8)	Extremely Knowledgeable (9)	Extremely Knowledgeable (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

65. **How COMPETENT/INCOMPETENT were the call centre agent in dealing with your inquiries?**

Extremely Incompetent (1)	Extremely Incompetent (2)	Incompetent (3)	Incompetent (4)	Neutral(5)	Neutral(6)	Competent (7)	Competent (8)	Extremely Competent (9)	Extremely Competent (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

66. **How SERIOUSLY do you feel that your problem is being taken?**

Extremely Unseriously (1)	Extremely Unseriously (2)	Unseriously (3)	Unseriously (4)	Neutral(5)	Neutral(6)	Seriously (7)	Seriously (8)	Extremely Seriously (9)	Extremely Seriously (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

67. **How POLITE / RUDE were the call centre agent?**

Extremely Rude (1)	Extremely Rude (2)	Rude (3)	Rude (4)	Neutral (5)	Neutral (6)	Polite (7)	Polite (8)	Extremely Polite (9)	Extremely Polite (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

68. **How FRIENDLY / UNFRIENDLY were the call centre agent?**

Extremely Unfriendly (1)	Extremely Unfriendly (2)	Unfriendly (3)	Unfriendly (4)	Neutral(5)	Neutral(6)	Friendly (7)	Friendly (8)	Extremely Friendly (9)	Extremely Friendly (10)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑