

Call center caller survey

Interviewer: read each question and its answers aloud, then tick the answer the caller gives. Skip any question the caller does not want to answer.

Date _____ Line or team _____ Interviewer _____

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 What was your call about?

☐ Billing ☐ A fault or repair ☐ An order ☐ My account ☐ Something else

2 By the end of the call, was your issue sorted out?

☐ Yes, all sorted ☐ Partly ☐ Not yet

3 Counting this one, how many times have you called us about this issue?

☐ Once ☐ Twice ☐ Three times ☐ Four or more

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
4 I got through to a person quickly enough.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
5 I only had to explain my issue once.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
6 The agent understood what I needed.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
7 The agent explained the next steps clearly.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
8 Sorting this out was easy for me.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
9 I trust that what was promised will happen.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

10 Overall, how satisfied are you with this call?

☐ Very satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very dissatisfied

11 What is one thing that would have made this call better?

12 May a team leader call you back about your answers?

☐ Yes ☐ No

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Getting through: menu, hold and transfers

13 About how long did you wait before a person answered?

☐ Under 2 min ☐ 2 to 5 min ☐ 6 to 10 min ☐ 11 to 20 min ☐ Over 20 min

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
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14 The phone menu sent me to the right place.

1	2	3	4	5
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15 How many times were you transferred on this call?

☐ None ☐ Once ☐ Twice ☐ Three or more

16 Were you offered a call back instead of holding?

☐ Yes, I took it ☐ Yes, but I held ☐ No ☐ I did not hold

When it was not fixed first time

17 Before calling, where else did you try to get help? (tick all that apply)

☐ Nowhere else ☐ Website or app ☐ Chat or email ☐ A store or branch

18 Why was your issue not sorted on this call?

☐ Needed another team ☐ The agent could not ☐ A rule stopped it ☐ A system was down
☐ Not sure

19 Were you told when the next step would happen?

☐ Yes, with a date ☐ Yes, no date ☐ No

20 What still needs to happen?

☐ You will contact me ☐ I must call again ☐ I must send something ☐ Nothing, it is done

21 What would have fixed this on the first call?

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

The agent, for coaching

STATEMENT	STRONGLY DISAGREE		STRONGLY AGREE	
22 The agent listened without rushing me.	1	2	3	4
23 The agent knew how to fix my issue.	1	2	3	4
24 The agent used words I could follow.	1	2	3	4
25 The agent took ownership of my problem.	1	2	3	4
26 Before ending, the agent checked I had what I needed.	1	2	3	4
27 The agent was polite from start to finish.	1	2	3	4

A few days later, by email or text

28 Since your call, has the problem come back?

☐ No, it stayed fixed ☐ Yes, once ☐ Yes, more than once ☐ It was never fixed

29 Did what we promised on the call happen?

☐ Yes, all of it ☐ Some of it ☐ No ☐ Still waiting

30 Have you had to contact us again about it?

☐ No ☐ Yes, by phone ☐ Yes, another way

31 How likely are you to recommend us to a friend or colleague?

Not at all likely Extremely likely

About you (optional)

32 How long have you been our customer?

☐ Under a year ☐ 1 to 3 years ☐ Over 3 years ☐ Not yet a customer

33 Were you calling for yourself or for a business?

☐ For myself ☐ For a business ☐ For someone else

Thank you for your time on the phone today.

poll-maker.com/cp-best-post-call

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

For your agents (agents answer, sent separately)

STATEMENT	STRONGLY DISAGREE			STRONGLY AGREE		
34 Caller survey scores reflect how I handle calls.	1	2	3	4	5	
35 I see caller comments soon after the call.	1	2	3	4	5	
36 Scores caused by policy are not held against me.	1	2	3	4	5	
37 Which call reason brings the most repeat calls? ☐ Billing ☐ Faults and repairs ☐ Orders ☐ Account changes ☐ Something else						
38 What would help you fix more calls the first time?						