



Singapore Healthcare Management 2017

Agent Assessment Score Card for Call Centre



Sengkang Health
SingHealth

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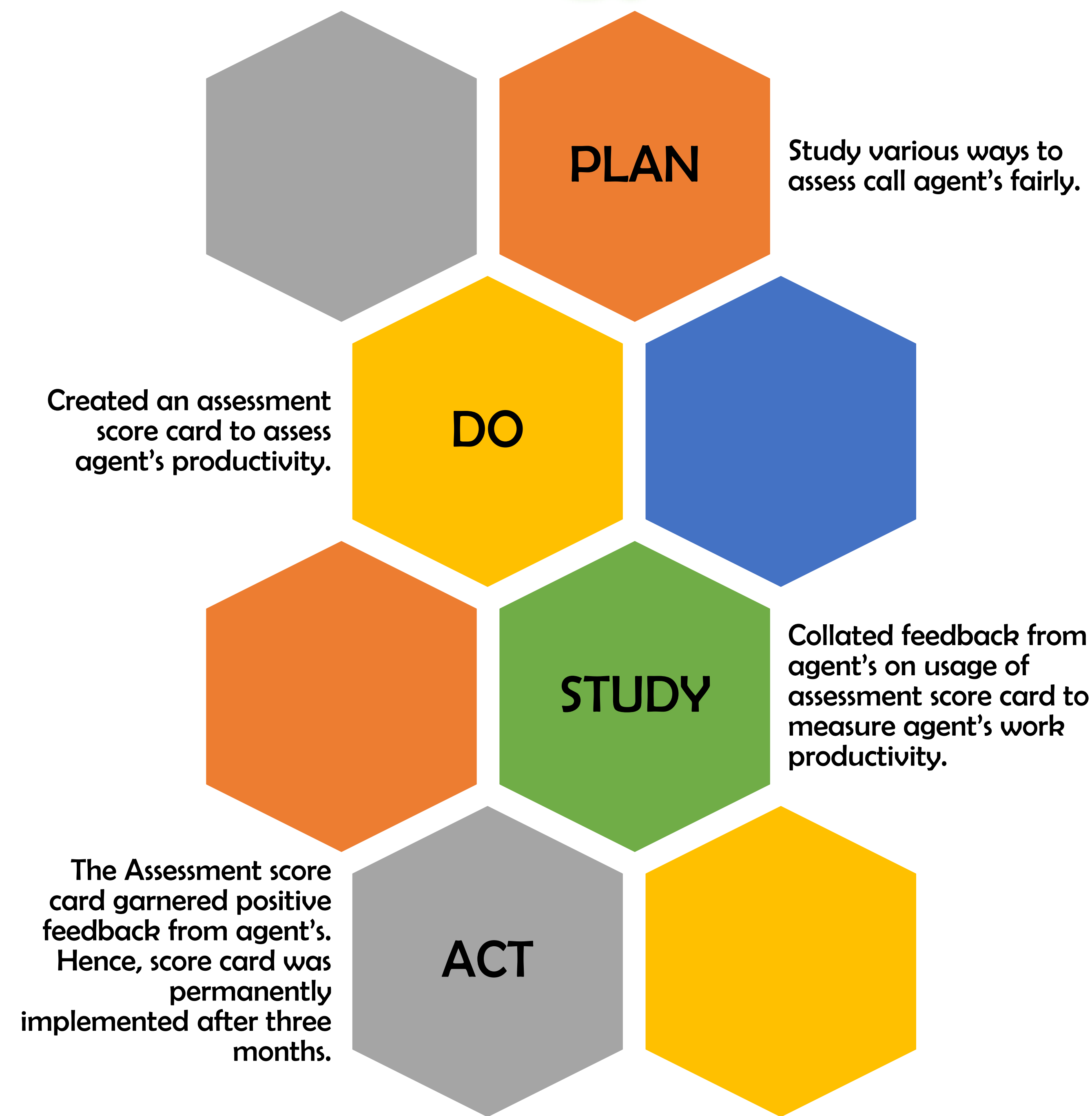
1. Background

Alexandra Hospital (AH) Call Centre (AH-CC) needed to look for ways to develop a balanced and optimized productivity measurement, in order to assess our agents in a transparent manner, whilst avoiding any biasness when grading them.

2. Objectives

The team aims to develop an effective assessment tool to motivate and improve productivity and work performance of call agents.

3. Methodology



4. Results

Before Implementation	After Implementation
1) Agents were demoralized with previous assessment as they were graded based on the number of calls handled and the duration of AUX-Out codes	1) Agents mentioned that they felt that the new tool used to measure their performance is more transparent to them as they are able to instantly tell their area of improvement that they need to focus on
2) Agents felt that they were penalized for not being able to achieve the expected number of calls that they must handle (i.e 80-90 calls per day)	2) Agents felt that the new tool used does not penalize their performance but highlights their strengths

Annex 1 : ANNEX 1 : Monthly Performance Evaluation For JANUARY 2015

Annex 1: Monthly Performance Evaluation For JANUARY 2015. The form includes sections for Service Quality (SQ), Attitude and Discipline (AD), and Areas of Improvement. It contains various tables for call audit, compliance, and performance metrics.

Annex 2 : Balanced Scorecard for Monthly Agent's Performance (By Agent)

5. Conclusions

The implementation of the Agent's scorecard to monitor his/her monthly performance proves to be successful as it highlights the strengths and areas of improvement that agents need to work on to improve themselves, instead of penalizing them for not being able to meet an expected target. This helps to improve agent's morale at work.

Staff A	SERVICE QUALITY					PRODUCTIVITY					ADHERENCE					Average number of calls handled per day (total ACD calls / no of working days)							
	Call Assessment		Compliments			Avg Handling Time (AHT)		Avg Availability Rate (AAR)			Punctuality		Absenteeism										
	Score (%)	W	V	Score (%)	W	V	Score (%)	W	V	Score (%)	W	V	Score (%)	W	V								
	35%			5%			40%			15%			20%			25%	100%	GRAND TOTAL					
Mar-16	92	88.9	74.73	81.80	29.55%	0	0	0.00%	29.55%	03:04	10%	92.82%	25%	35.00%	0	5%	18	0	3	17.50%	82.05%		
Apr-16	90.91	88.89	77.27	86.36	30.05%	0	0	0.00%	30.05%	02:24	15%	93.73%	25%	40.00%	2	3%	20	0	0	18.00%	88.05%		
May-16	90.91	98.5	95.35	86.36	32.47%	0	0	0.00%	32.47%	02:17	15%	94.12%	20%	35.00%	1	4%	23	0	0	24.00%	91.47%		
Jun-16	90.91	93.2	89.87	86.36	31.53%	0	0	0.00%	31.53%	01:51	15%	94.41%	20%	35.00%	5	0%	22	0	1	19.00%	85.62%		
Jul-16	90.91	98.00	92.40	90.91	32.57%	1	0	3.00%	35.57%	02:18	15%	91.21%	20%	35.00%	4	1%	12	0	7	9.33%	79.90%		
																						22.55	33.67