

FIRST NATIONAL BANK

PHONE CALL MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will call the assigned bank location, present a general need scenario, and ask a question. You will evaluate the customer service received by the bank associate and your overall experience.



Before You Begin

- Review your shop confirmation
- Prepare a general need scenario
- Look online to confirm business hours
- Review screenshot requirements



Don't Forget!

- Call at least 1 hour prior to closing
- Present a valid scenario & ask a question
- Ask for the name of the bank associate
- Take screenshots of your call log



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Take screenshots of your call log for shop validation.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for First National Bank.
- You can be a current bank member or a new customer—different example scenarios provided below.
- You do not need to set up any account to complete this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Call the bank and evaluate the initial greeting.

- Call the number for your assigned location. Look up the location’s business hours in advance and be sure to call at least 1 hour prior to closing.
- Use a cell phone that you can take screenshots on—you will need to take screenshots of your call log for shop validation.
- Be sure you are calling the correct location. If you reach a phone tree and/or need to be transferred, be sure to select the option or ask to be routed to an associate at the assigned location.
- If you do not live locally, you must present as if you do if asked. Know your assigned location before calling.
- If you do not reach an associate on your first call attempt, make a second attempt at least 15 minutes later.
 - In the rare instance that you do not reach an associate after two call attempts, provide detailed narrative in your survey to fully explain what occurred on each call (what prompts did you press to try to reach someone, what happened on each call, did you reach a voicemail, etc.).
- Note the exact time of your call attempt(s).
- Note if the phone was answered within three rings (if not, how many rings?).
- Note the exact time it took to reach a live person (in minutes and seconds).
- Evaluate if you receive the approved greeting: associate must use the bank’s name, introduce themselves, AND extend an offer to help to get full credit (e.g., “Thank you for calling First National Bank, this is [Name], how may I help you today?”).

Step #2: Present your general need scenario and evaluate customer service received.

- Present a general need scenario that aligns with whether you are a current First National Bank customer or a new customer. Examples:
 - Current Customer:
 - You would like to speak with an associate about opening another account.
 - Your friend recently lost their debit or credit card, and it made you think about account/card protection. Indicate you would like to speak with an associate about this.
 - You would like information on personal loan rates.
 - *You may be required to provide your account number—have this information ready.*
 - *You are not required to sign up for any new accounts or services.*
 - New Customer:
 - You would like to get information on opening an account.
 - You would like information on a short- or long-term savings account.
 - *You are not required to provide any personal information or sign up for any accounts or services.*
- Evaluate if you are placed on hold (by a live person) or transferred (from live person to live person).
- Ask an open-ended question and evaluate the associate’s response. Asking a question is DIFFERENT than presenting your scenario. For example:
 - What is the process to open a new account?

- What steps can I take to protect my account if my card is lost or stolen?
- How do I know if I qualify for various loan rates?
- How would opening this type of account benefit me?
- Throughout your interaction with the associate(s), evaluate their attitude, attentiveness, knowledge, etc.
- To wrap up the conversation, say you need to think about it, discuss with your spouse, etc. Do not actually sign up for any accounts or services.
- Evaluate the associate's closing statements. To earn full credit, the associate must use the bank's name in their closing statements (e.g., "Thanks for calling First National Bank, have a great afternoon!").
- You must get the name of the associate who assists with your scenario and question. If they did not introduce themselves or you didn't understand or don't remember their name, ask for their name at the end of the call.

Step #3: Evaluate your overall impression.

- Evaluate your overall experience with the associate, likelihood to use this company for your banking needs, and likelihood to recommend this company to friends and family.
- Indicate any opportunities for improvement and/or anything exceptionally positive that you experienced.
- Base your responses ONLY on the customer service received. Do NOT provide responses or ratings that are based on the products/services offered, interest rates, returns on investments, technology used, location distance from your home, or any other factors that are outside the staff's control.



Screenshot Requirements

CALL LOG:

- Take screenshots of your call log to verify your phone call attempt(s).
- Images must show the date and time of call, length of call, and phone number called for EACH call.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.

 **QUESTIONNAIRE**

Shop date:

Start time:

End time:

Call Details

1. Did you reach a live person on your FIRST call attempt?

Yes

No

2. Time of your FIRST call attempt:

Format response as HH:MM AM/PM (e.g., 1:00 PM)

3. Did you reach a live person on your SECOND call attempt?

Select N/A if you reached a live person on your first call attempt.

Yes

No

N/A

4. Time of your SECOND call attempt:

If applicable, format response as HH:MM AM/PM (e.g., 2:00 PM)

5. Name of associate who assisted you:

You must ask for the associate's name if they do not provide it or you do not understand it. If you did not reach a live person after two call attempts, enter N/A (in that exact format).

6. Was the telephone answered within 3 rings?

Select N/A if you did not reach a live person after two call attempts.

Yes

No

N/A

7. If phone not answered within 3 rings, indicate number of rings:

If applicable, format response as a whole number (e.g., 5).

8. Call Details Supporting Narrative:

Explain the responses you selected for the Call Details questions. Be sure to explain ALL responses of less than full point value. If you did not reach a live person after two call attempts, fully explain what occurred on each call (what prompts did you press to try to reach someone, what happened on each call, did you reach a voicemail, etc.). You must enter between 50 and 1500 characters.

9. Confirm if you did or did not reach a live person within two call attempts:

Yes - I reached a live person on my first or second call attempt

No - I did not reach a live person after two call attempts

Associate Interaction

10. Exact time to reach a person:

Format response as MM:SS (e.g., 03:45 for 3 minutes and 45 seconds).

11. Uses approved greeting (e.g., "Thank you for calling First National Bank, this is [Name], how may I help you today?")

Uses approved greeting, including organization and individual's name, AND extends an offer to help (10 points)

Uses approved greeting, including organization and individual's name, OR extends an offer to help (5 points)

Does NOT use approved greeting OR extend an offer to help (0 points)

12. Asks permission to place on hold

Refers only to if you were placed on hold by a live person.

If necessary to place you on hold, asks for your permission to put you on hold, waits for your answer before doing so, AND thanks you for holding when returning to the phone (10 points)

If necessary to place you on hold, asks for your permission to put you on hold OR thanks you for holding when returning to the phone (5 points)

If necessary to place you on hold, does NOT ask for your permission to put you on hold AND does NOT thank you for holding when returning to the phone (0 points)

N/A - not placed on hold

13. Provides warm transfer

Refers only to if you were transferred by a live person.

If transfer is necessary, informs you to whom and to which department you are being transferred AND informs person to whom he/she is transferring call of your name and need/request (10 points)

If transfer is necessary, informs you to whom and to which department you are being transferred OR informs person to whom he/she is transferring call of your name and need/request (5 points)

If transfer is necessary, does NOT inform you to whom and to which department you are being transferred AND does NOT inform person to whom he/she is transferring call of your name and need/request (0 points)

N/A - not transferred

14. How many different times was your call transferred from live person to live person?

Refers only to the number of times you are transferred from live person to live person. Do not count instances where you are transferred by an automated system.

15. Discovers needs

Asks probing open-ended questions (NOT answered with yes/no) to determine your needs (e.g., "What type of account are you looking into open with us?", etc.) (10 points)

Asks closed-ended questions (answered with yes/no) to determine your needs (e.g., "Do you have an active First National banking account?") (5 points)

Does NOT ask any questions regarding your needs (0 points)

16. Restates to ensure understanding

Correctly summarizes his/her understanding of ALL your needs/interests (10 points)

Correctly summarizes his/her understanding of your needs/interests (but misses one or more of your needs/interests) (5 points)

Does NOT summarize his/her understanding of your needs/interests (0 points)

17. Displays upbeat attitude

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (uses upbeat tone of voice that conveys enthusiasm and energy) (10 points)
- Is friendly and polite, but there is opportunity for improvement (uses minimal enthusiasm and a positive, steady tone) (5 points)
- Appears to be going through the motions / seems disinterested OR is impolite (0 points)

18. Speaks clearly

- Speaks clearly and professionally AND is easy to understand (10 points)
- Speaks clearly and professionally BUT is not always easy to understand (5 points)
- Sounds rushed or is difficult to understand (0 points)

19. Asks for name during the interaction

If you proactively provide your name, select the top or middle response to evaluate if the associate uses it.

- Asks for and uses your name (10 points)
- Asks for your name but does NOT address you by name (5 points)
- Does NOT ask for OR use your name (0 points)

20. Focuses on customer

- Listens attentively, gives undivided attention without interruption or distraction, and does NOT make you feel rushed (10 points)
- Listens but is disengaged, seems somewhat removed (5 points)
- Does not listen, appears distracted or unfocused, or makes you feel rushed (0 points)

21. Answers questions

- Thoroughly answers questions / completely meets your needs (10 points)
- Answers your questions in an abbreviated fashion / somewhat meets your needs (5 points)
- Does NOT thoroughly answer questions / does NOT meet your needs (0 points)

22. Indicate question you asked:**23. Indicate associate's response:****24. Communicates**

- Speaks in a language you understand (gauges your level of expertise) by avoiding technical "bank lingo" AND checks for understanding (10 points)
- Speaks in a language you understand (gauges your level of expertise) by avoiding technical "bank lingo" but does NOT check for understanding (5 points)
- Speaks over or under your knowledge level and does NOT check for understanding (0 points)

25. Offers additional assistance

- Extends an additional offer of help (e.g., "Is there anything else I can help you with today?") (10 points)
- Does NOT extend an additional offer of help (0 points)

26. Thanks you for calling First National Bank AND expresses appreciation

Select the top response only if the associate uses the bank's name in their closing statements. If you select the bottom response, explain in your narrative how the call ended and exactly what was said.

- Thanks you for calling using the bank's name AND offers a positive closing remark (e.g., "Thanks for calling First National Bank, have a great afternoon!") (10 points)
- Thanks you and/or offers a positive closing remark, but does not use the bank's name (e.g., "Thanks for calling!") (5 points)
- Does NOT thank you for calling or offer a positive closing remark (0 points)

27. Associate Interaction Supporting Narrative:

Explain the responses you selected for the Associate Interaction questions. Be sure to explain ALL responses of less than full point value. You must enter between 150 and 2000 characters.

Overall Impression**28. Based on your phone experience with this associate, how satisfied are you with your phone experience?**

Select a rating based on your experience with this specific ASSOCIATE and the customer service provided.

- | | |
|--|--|
| <input type="checkbox"/> 1 = Very Dissatisfied | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 5 | <input type="checkbox"/> 10 = Very Satisfied |

29. Based on your phone experience with this company, how likely would you be to proceed to them for your banking needs?

- Extremely likely
 Likely
 Neither likely nor unlikely
 Unlikely
 Extremely unlikely

30. How likely would you be to recommend this company to friends/family?

- Extremely likely
 Likely
 Neither likely nor unlikely
 Unlikely
 Extremely unlikely

31. Please explain anything that could have improved your experience:

Enter between 3 and 1000 characters.

32. Please explain anything that was exceptional or positively unique during your experience:

Enter between 3 and 1000 characters.

33. Overall Impression Supporting Narrative:

Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. You must enter between 150 and 2000 characters.

Shop Validation**34. Do you have screenshots of your call log?**

Select Yes and upload your call log screenshots. Images must show the date, time, length, and phone number called for EACH call.

- Yes
 No

35. If you do not have screenshots of your call log, explain why:

Enter N/A if you uploaded your call log screenshots.

END OF QUESTIONNAIRE