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Tools for controlling and managing telephone interviewers

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Why do we monitor and measure our interviewers?

We do this to ensure that our production goes as planned, and we provide a good data quality to our customers.

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Other important reasons to measure

- Efficacy, Stability and Flexibility

We apply the information from the Blaise systems`s history file, where all calls are stored.

The interviewers have the opportunity to see a daily summation of their own work and for anyone who is on duty that day.

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What we use our measurements to?

- To know our quality
- Continuous adjustment of hours
- Management of interview costs
- Used as background for quality conversations
- Provide the best and accurate feedback
- Setting goals for each employee
- Starting point for coaching
    Talking attitude, approach, way of thinking, motivation

	What is measured	Conditions	Value
Time consumption	Call time Interview time Break time Average interview time	Date Day Time Lenght of interview	Stability and efficacy
Dial result	Completion rate Refusal Screening Interview Number of calls Appointment type	Date Day Time Websvar	Quality and stability
Question quality	Significance Redial control Dont know ttl Refuse to answer ttl	Interview conducted	Quality

Tools for control and manage telephone interviewers and measurement tools

- We make counts at each survey.
- We do control for at series of actions and calculate various indicators that together provide an <u>index</u> of the interviewers work.
- Many different list of what we want to measure

- Indeks part 1 measure on:
- Completion rate for each interviewer compared with all
Completion rate = interview + non respons
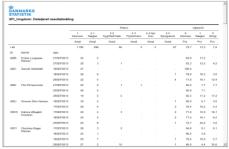- Non respons rate spread on:
    - Refusal
    - Disease and death
    - Language difficulties
    - Not available in the interview period

Completion rate and nonresponse rate calculated on categories

Indeks part 2 measure on:

- Call time = time from call image is displayed to the end - either at the start of an interview or at the beginning of a new call image

- Average call time on all calls for each interviewer compared with all

Range from 00:00:40 to 00:01:05 dependent on the average time per interview
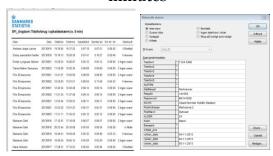
Separate measurement of long call times

- Call lasting more than 5 minute
Expressions for not following our instructions for right use of the interview system

- Low performance
- Ineffective
- Is it the same employees?

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Stay in call image more than 5 minutes

Separate measurement of screening

Screening is an expression of either the interviewer is not making the call or does not let the phone ring long enough.

- Measure on "no answers" and "busy"
- Rate screening from:
  - 0 to 3 second
  - 4 to 7 second
  - 8 to 12 second

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Consequence of the screening!

Expression of: The interviewer is making more phone calls shown in the technology than in real time.

- This means that you cheat our system and receive a salary for doing nothing
- This means that our customers do not have the number of calls they are promised
- This means that an investigation can be extended
- This means that we may mistakenly believe our phone number search is poor

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Spreadsheet of rapid "no answers"

Spreadsheet of each "no answer"

Indeks part 3 measure on:

- Interviewtime = The time spent in the questionnaire. The time is calculated as soon as the form is opened and until it quits
- average interview time for each interviewer compared with the average interview time for all

Operate with:

Time spent per interview

Effective interview time

Spreadsheet of high interview time

SFI_Ungdom: Interview hvor OVER 60% af gns på undersøgelse

ID	Navn	Respnr	Dato	Dialtime	interviewtid	Samlet gnstid.	P... t...
QRB	Emilie Lyngsaae Nielsen	16461	20130921	10:06:37	0:06:13	0:03:41	
QRB	Emilie Lyngsaae Nielsen	12141	20130921	13:35:63	0:05:55	0:03:41	
QRB	Emilie Lyngsaae Nielsen	11133	20130927	16:09:15	0:05:59	0:03:41	
QRC	Samah Abdellatif	16302	20130916	17:29:10	0:07:35	0:03:41	
QRC	Samah Abdellatif	13903	20130916	20:07:02	0:06:20	0:03:41	
QRC	Samah Abdellatif	13091	20130916	20:31:51	0:06:44	0:03:41	
QRK	Fife Elmazovska	16366	20130922	13:01:51	0:06:07	0:03:41	
QRU	Simone Shin Hansen	13936	20130916	17:14:53	0:05:55	0:03:41	
QRU	Simone Shin Hansen	15147	20130916	17:34:60	0:08:43	0:03:41	
QRU	Simone Shin Hansen	14614	20130916	17:44:29	0:06:01	0:03:41	
QRU	Simone Shin Hansen	13748	20130916	18:17:22	0:07:19	0:03:41	
QRU	Simone Shin Hansen	12359	20130916	20:14:21	0:07:56	0:03:41	
QRU	Simone Shin Hansen	18557	20130917	18:48:37	0:06:56	0:03:41	
QRU	Simone Shin Hansen	11096	20130917	19:36:22	0:06:59	0:03:41	
WEW	Katrine Øllegård Knudsen	13217	20130917	19:53:60	0:06:32	0:03:41	
WEW	Katrine Øllegård Knudsen	16899	20130917	20:44:11	0:08:58	0:03:41	
WEW	Katrine Øllegård Knudsen	14273	20130918	17:07:12	0:07:29	0:03:41	
WEW	Katrine Øllegård Knudsen	11708	20130918	19:05:10	0:06:07	0:03:41	
WEW	Katrine Øllegård Knudsen	13152	20130918	20:09:43	0:06:54	0:03:41	
WEW	Katrine Øllegård Knudsen	14140	20130925	20:29:53	0:06:55	0:03:41	
WEW	Katrine Øllegård Knudsen	18632	20130925	20:42:15	0:06:24	0:03:41	
WEY	Christina Bager Nielsen	15384	20130917	17:35:39	0:09:34	0:03:41	

Indeks part 4

- Working time measured in what it is used on
- Total time = The total time spent in the interview system at the individual survey.
  - Interview time, dial result
    Call time and interview time

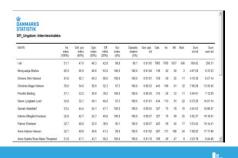The remaining time measured as break time

Remaining time not spent on calls and interviews

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SFI_Ungdom: Gennemsnitlig pauselængde

ID	NAVN	antal_rgt	Gns pause
QRK	Fife Elmazovska	3	0:37:44
YRK	Modyuanje Mishra	2	0:37:07
YII	Marianne Dahl	2	0:32:14
XXD	Anne Sophie Rose Marie Thingsted	2	0:32:02
QRB	Emilie Lyngsaae Nielsen	2	0:30:36
WEY	Christina Bager Nielsen	4	0:30:20
XXK	Patrick Eikeland	3	0:29:57
WLC	Anne Katrine Hansen	5	0:29:14
XEC	Cecilie Olivia Andersen	3	0:28:47
XDO	Anja Kivac	2	0:28:47
XBF	Kicki Thomsen	3	0:28:30
XCD	Søren Lyngbæk Lund	4	0:28:05
XCE	Line Fuglsang Hansen	2	0:27:58
WLB	Fatma Maher Samozino	3	0:27:46
XDU	Karin Bennetzen Christensen	5	0:27:22
XDM	Anna Skov Jensen	3	0:27:03
QRC	Samah Abdellatif	2	0:27:02
XDR	Emma Josefine Jespersen	6	0:26:56
WKG	Andreas Jeppe Larsen	4	0:26:38
WEW	Katrine Øllegård Knudsen	3	0:25:36
QRU	Simone Shin Hansen	2	0:24:44

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Monitoring tool that measures the performance

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SFI_Ungdom: Interviewindeks

Rules about breaks

- 4 timers arbejde: 25 minutter i alt
- 15 minutters spisepause
- 10 minutters kaffe/rygepause
-
- 5 timers arbejde: 25 minutter i alt
- 15 minutters spisepause
- 10 minutters kaffe/rygepause
-
- 6 timers arbejde: 45 minutter i alt
- 30 minutters spisepause
- 15 minutters kaffe/rygepause
-
- 7 timers arbejde: 45 minutter i alt
- 30 minutters spisepause
- 15 minutters kaffe/rygepause
-
- 8 timers arbejde: 50 minutter i alt
- 30 minutters spisepause
- 20 minutters kaffe/rygepause

Measurement and calculation of daily working hours from minute to minute

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