

Sample Call Center Script: Outbound Survey

John

Hello?

Alex

Hello. Is John Smith available?

John

Yes. This is he.

Alex

Hi Mr. Smith, This is Alex from Colonial Tax Service. From my understanding we filed your 2012 taxes? Is this correct?

John

Yes it is.

Alex

Okay great. I was wondering whether you had a couple moments for me to ask you a few questions about the experience you had at Colonial.

John

Sure.

Alex

Alright, wonderful. Let's get started. Are you a business or an individual?

John

Individual.

Alex

Okay. And did you file as a single or a joint tax return?

John

I filed as joint.

Alex

Okay Mr. Smith. Now I'm going to ask you to rank your experience on a scale of 1 to 10 with Colonial in a few different categories of service. 10 being the best and 1 being the worst.

John

Okay.

Alex

Alright. How would you rank our pricing structure?

John

To be honest I think you're a little on the pricey side. So I'd have to say a 6.

Alex

Okay. And how would you rank our level of professionalism.

John

You guys seemed to know what you were doing so I'm going to say a 9.

Alex

Alright. And how would you rank the ease of doing business with us?

John

I guess I'd say an 8.

Alex

Alright. And Mr. Smith, how would you rank your overall satisfaction with Colonial?

John

You guys did a pretty good job and I didn't seem to have any problems so I'll say an 8.

Alex

Alright, great. And one more question to you Mr. Smith; would you consider using Colonial Tax Service again in the future?

John

Sure. Overall I was pleased with the job you guys did.

Alex

Okay, Mr. Smith. Thank you for taking the time to answer my questions. Your responses are much appreciated.

John

Sure thing. Glad to help.

Alex

Thank you. Have a great day.

John

You too. Goodbye.

Alex

Goodbye.

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