

1 **Q. In reference to the evidence of Earl Ludlow, page 54, line 15, please advise how the**  
2 **Company monitors the employees' time on a particular call and provide details as to**  
3 **what percentage of the employees' time is dealt with on any particular call and any**  
4 **other statistical information the Company has in reference to the assertions made in**  
5 **line 15.**

6  
7 A. Contact Centre employees' performance, including time per call, is monitored by means  
8 of the Contact Centre software. The software produces a daily Agent Activity Report,  
9 which identifies the length of time each agent spends on various categories of calls. This  
10 report facilitates the monitoring of individual employees' performance.

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12 The software also enables Contact Centre management to obtain reports designed to  
13 gauge the overall performance of the Contact Centre. For example, reports can be  
14 produced that provide the average length of time per day devoted by Contact Centre staff  
15 to each type of call (e.g. new services, name changes), broken down by average "talk  
16 time", "hold time" and "wrap-up time". (Talk time refers to the length of time agents are  
17 actually speaking with customers. Hold time refers to the length of time customers are  
18 placed on hold. Wrap up time refers to the time taken after telephone calls to record  
19 information in the Customer Service System and prepare for the next call.).

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21 The average length of incoming customer calls at the Contact Centre in 2002, excluding  
22 wrap-up time, was 2 minutes and 14 seconds. Wrap-up time averaged an additional 1  
23 minute and 7 seconds.

24  
25 In relation to the assertion at page 54, line 15, of the *Operations & Customer Service*  
26 *Evidence*, an analysis in 1998 revealed that the average time required to manually retrieve  
27 a customer's account information from the Customer Service System (CSS) was  
28 approximately 10 seconds. The "screen pop" feature of the technology used in the  
29 Customer Contact Centre eliminates the need to retrieve the information manually in  
30 approximately 28 per cent of incoming calls, thereby reducing the duration of those calls  
31 by an average of approximately 10 seconds. Incoming calls will trigger the screen pop  
32 feature if the customer enters a bill account number when prompted to do so, or if the  
33 telephone number from which the customer is calling matches the telephone number  
34 recorded in a single account in the CSS.