

ATTICA GOLD COMPANY

Call Audit Quality Checklist (Inbound)

Criteria	Checklist	Score
1. Opening & Greeting (10 Marks)	■ Proper greeting used ■ Company name mentioned ■ Agent introduced self ■ Asked help question ■ No dead air	
2. Listening & Understanding (15 Marks)	■ Allowed customer to speak ■ Active listening ■ Confirmed understanding ■ Identified requirement	
3. Probing & Questions (10 Marks)	■ Asked name ■ Identified query ■ Relevant follow-ups ■ No repetition	
4. Information Accuracy (15 Marks)	■ Correct documents ■ Valuation explained ■ Accurate info ■ Simple language	
5. Branch Assistance (15 Marks)	■ Nearest branch ■ Shared address ■ Working hours ■ Confirmed details	
6. Visit Planning (10 Marks)	■ Asked visit plan ■ Fixed appointment ■ Created urgency ■ Follow-up	
7. Support (5 Marks)	■ Shared number ■ Reassured ■ Helpful tone	
8. Feedback (5 Marks)	■ Asked source ■ Captured response	
9. Closing (10 Marks)	■ Asked anything else ■ Thank you ■ Professional closing ■ No abrupt end	
10. Soft Skills (10 Marks)	■ Tone ■ Clarity ■ Confidence ■ No slang ■ No fillers	

Total Score: _____ / 100

Rating: Excellent / Good / Needs Improvement / Poor