

Evaluation Process How-To Guide

You are one of several customers/members who have agreed to participate as an evaluator. This evaluation process has been implemented in order to:

- **Maximize customer/member satisfaction** by increasing employee awareness of the basic components necessary for superior customer service;
- **Recognize and reward** employees who display a pleasant attitude, provide quality service and help identify their customers'/members' financial needs;
- **Monitor the quality of service** being provided from the customers'/members' perspective.

The employees are very aware of this evaluation process (but are not aware who the evaluators are). In fact, they look forward to the opportunity it provides them for recognition of outstanding performance. If you identify improvement is needed in a certain area, your feedback gives management an opportunity to provide additional training or support and, if necessary, conduct a review of their processes and procedures.

Your Role as an Evaluator:

You will be asked to conduct anonymous surveys at the location(s) you selected during your registration. To ensure the integrity of the process and allow for objective customer service, **it is essential that your role as an evaluator is never revealed to the employees of your financial institution.**

We ask that you provide feedback on your experience during these interactions. You will need to base your in-person visit or call on transactions appropriate for employees in specific positions (e.g., Lobby Tellers, Drive-Up Tellers, Personal Bankers, etc.). The types of surveys that you receive will be randomly chosen.

Receiving Your Surveys:

CSP will mail your surveys to you with a postage-paid envelope making it easy for you to return it back to us, or you can elect to go paperless and receive emailed notifications of new surveys to complete via *CSP Service Central* only.

During registration we ask which office(s) you would be willing to visit and how many surveys you would be willing to receive each month. Please note that CSP will make our best efforts to mail you approximately one survey per month. However, because we randomly select participants and may not need completed surveys at the office(s) you agreed to participate at, you may not receive a survey each month.

Important Details for Completing the Survey:

- It is important that you evaluate the location specified on the survey you receive from CSP. If you visit another office, please be sure to indicate the other location in the appropriate section on the mailed or online survey. In these instances, you must also be sure to complete the same type of survey as indicated. (For example: if the different office evaluated doesn't have a drive-up, we cannot accept a drive-up survey back for processing and payment.)
- Before going to the location, familiarize yourself with the questions on the survey.
- Never take the survey into the location or complete the survey where the employee can see you!

- It is very important that you answer ALL questions on the survey. If you respond with a "NO" to one of the questions pertaining to the employee's performance during the transaction, please use the space provided next to that question to explain why you gave a "NO" rating.
- Fill out the survey(s) as soon after the transaction as possible; and complete and return via mail by the printed due date or submit online by the listed expiration date. *Note - If completing surveys online, the survey will not be available after the expiration date.*

Types of Surveys/Eligible Transactions:

Customer Service Profiles has worked with your financial institution to determine the staff positions to be included in this evaluation process. For example, you **may** be asked to evaluate positions such as a Lobby Teller, Drive-Up Teller, Personal Banker or Call Center Representative. Specific evaluation points have been established for each position based on the nature of the duties performed by the personnel assigned to these roles. All employees have been trained to incorporate the appropriate behaviors for their position in all transactions with the customers/members they serve.

It is important that the survey you complete contains feedback based upon an eligible transaction. For example:

Lobby Teller/Drive-up Teller in-person visits can be based on*:

- Deposits
- Withdrawals
- Funds Transfers
- Loan Payments

Personal Banker/Financial Services Representative in-person visits can be based on*:

- Requesting information on an account you have
- Inquiring about a product/service you don't currently have
- Opening, combining or closing an account
- Present a problem with an account/service you have

** These are partial lists of eligible transactions for these positions. A complete list appears on the survey.*

Personal Banker/Financial Services Representative surveys must be conducted in-person and with eligible personnel. This type of survey cannot be completed through the drive-up and cannot be based on a teller transaction such as making a deposit or withdrawal.

All eligible transactions for the position you are to evaluate are listed on your survey. By completing an eligible transaction for the survey you receive, you are ensuring that the employee has the opportunity to be evaluated on all of the criteria appropriate for his/her position.

Identifying the Employee:

It is essential that you correctly identify the employee being evaluated. If you do not know the name of the person who assisted you with your transaction or inquiry and if she/he was not wearing a name badge, please use one of the following methods of identification:

- You may ask the employee, "**What is your name** in case I have additional questions later?"
- For teller visits, **use the teller identification number** on the transaction receipt (*a sample receipt identifying these numbers is included with all Teller surveys*).
- **You may provide a detailed physical description** listing as many distinguishing characteristics as possible (*e.g., a female, about 5'2" with shoulder-length red hair, blue eyes and wire-rimmed glasses.*). *Note – this method of identification is not valid for all financial institutions. The appropriate identification methods will be indicated on your survey under the section "Employee Information."*
- **Do not rely on desk nameplates** for proper identification as workstations may be shared by multiple employees.



Getting Paid for Your Surveys:

We could not conduct this evaluation process without your help. To acknowledge our appreciation for your efforts you will receive a payment for each survey (Please refer to your program invitation letter to locate the payment amount per survey).

CSP allows two payment methods:

- If you select the **PayPal** option, you will receive your payments monthly around the end of the month. You must have a PayPal account to select this option.
- If you select via **Mail**, CSP issues checks semi-annually in early July (for surveys processed from January through June) and in early January (for surveys processed from July through December). Checks are printed under the company name “Images, Ltd.”, to allow you to cash or deposit these checks without being identified as an evaluator. Each individual participant will receive their own check.

IMPORTANT – You will not receive payment if:

- The **Date** of your visit was not provided (*must be based on recent visits, within 21 days of receiving the survey*)
- An **Eligible Transaction** for the indicated position was not selected from the list provided on your survey. You cannot leave this blank or write in a different transaction completed.
- **Identification** of the employee who helped you was not provided.
- **Multiple employees** were evaluated.
- All questions were **not answered completely**.
- **The transaction completed did not match the form request.** For example, the form cannot be processed if you were asked to visit a Lobby Teller but you went through the drive-up (or vice versa).
- **Multiple surveys were returned based off of the same transaction.** Surveys returned must be based off of different transactions, dates and times.
- **The survey returned was a copy of a past mailed survey or one you already completed online.**
- The survey was **never returned**.

You can login to *CSP Service Central* and click on History to view a list of any surveys that were sent to you and where they are/have been in process.

As an evaluator in this process, you will be acting as an independent contractor and not an employee of your financial institution. In addition, no deductions will be withheld from payments made to you for the completion of your surveys. Federal tax laws require that a 1099 form be filed for all independent contractors who earn in excess of \$600 per year. **Since no evaluator will exceed this earnings amount, CSP will not be filing a 1099 form for you. You will be responsible for your own tax liabilities.** If you would like an earnings statement at the end of the year, please contact us and we will send one to you.

Questions about the Evaluation Process?

After reviewing this How-to-Guide, you can call us toll-free at 800.841.7954 with any questions you may have.

If you have changes to your mailing address, location selections, payment options, survey receipt options or if you would like to terminate your participation in the program, you can update your information directly via the *CSP Service Central* website within the **My Account** option from the main page.

Don't Forget...

When completing your survey:

- ✓ **Be Yourself!**
- ✓ Base your visit on an **eligible transaction** as indicated on the survey.
- ✓ Be thoroughly **familiar with the survey** (*make sure you fill out the correct survey for the type of inquiry/call requested*).
- ✓ **Be prepared with specifics**, especially if you are making inquiries for a Personal Banker/ Financial Services Representative visit.
- ✓ Make a mental note of the **length of time it takes** (*if applicable*):
 - Waiting to be helped
 - Processing a transaction
 - Discussing/opening an account
- ✓ It's essential that you correctly **identify the employee evaluated** (*try to get at least the first name*). To make a positive identification:
 - Provide the employee identification number (*i.e., teller id number*) from your transaction receipt, if applicable. (*A sample receipt will be included on your Teller surveys*).
 - You may ask the employee, "What is your name in case I have additional questions later?"
 - If you are unable to get the employee's name or ID number, provide a detailed physical description of the person who helped you by listing as many distinguishing characteristics as possible. For example – female, about 5'2" with shoulder-length red hair, blue eyes and
 - wire-rimmed glasses. *Note – this method of identification is not valid for all financial institutions. The appropriate identification methods will be indicated on your survey under the section "Employee Information."*

Do not rely solely on desk nameplates to identify the employees. Nameplates may lead to an incorrect identification if the workstation is shared by employees.
- ✓ Be sure to **complete the entire survey**.
- ✓ If you respond with a **"NO" rating**, please use the space provided next to that question to explain why.
- ✓ **Fill out the survey(s) as soon after the transaction as possible** but not while you are at your financial institution.
- ✓ Be sure to **complete and return your survey(s) by the date indicated** on the front, upper right-hand corner of the form or as indicated via *CSP Service Central*.

Thank you – this process would not be possible without your help!