

Najm Inbound Call Quality Assurance Checklist

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Classification	Internal — Restricted
Owner	Najm Customer Care & Compliance
Prepared for	Contact Centre, QA & Compliance teams
Status	Approved · in force

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Revision history

Ver.	Date	Change	Approved by
1.0	Mar 2024	Initial release	Head of Customer Care
2.0	Feb 2025	PDPL alignment, AI-assisted QA	Compliance Officer
3.0	Mar 2026	Saudi dialect guidance, delay handling	Head of Customer Care
Current	Sep 2026	ETA transparency and escalation rules	Compliance Committee

How to use this checklist

This checklist is the scoring instrument used by Najm Quality Assurance and the Conversation Intelligence platform to evaluate every inbound accident-reporting, follow-up and complaint call. It operationalises SOP NJM-CC-SOP-014 and the regulatory controls in NJM-CMP-REG-007.

Each item has a weight. An item may be scored Met (full weight), Partial (half weight), Missed (zero) or N/A (removed from the denominator). The final QA score is the sum of earned weights divided by the sum of applicable weights, multiplied by 100.

Items marked Critical are auto-fail controls: if any Critical item is Missed, the call is capped at 60/100 regardless of other scores and is routed to the Team Leader for same-week coaching.

Evidence must be a short verbatim quote or timestamp from the transcript. Reviewers must not infer behaviour that is not audible in the recording.

A. Opening

Section weight: 17 points · 6 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
A1	Answered within 3 rings after IVR	2	Timestamp of first agent utterance ≤ 6s	Critical if > 20s
A2	Branded Najm greeting used	4	Mentions 'نجم' / 'Najm' in first utterance	0 if brand missing
A3	Agent stated own first name	3	Name appears in greeting	0 if missing
A4	Offer of help / open question	2	'كيف أقدر أخدمك' or equivalent	Met / Partial / Missed
A5	Language/dialect matched caller	3	Agent replies in caller's dialect	Partial if formal MSA only
A6	Call purpose identified within 30s	3	Agent confirms purpose	Met / Partial / Missed

B. Safety

Section weight: 28 points · 5 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
B1	Injury question asked before intake	8	Explicit injury question before location	Critical control
B2	Correct emergency routing if injury	8	997 / transfer offered	N/A if no injury
B3	Scene safety checked	5	Asked if vehicles are in a safe place	Met / Partial / Missed
B4	Hazard lights / barrier advice	2	Safety advice given	Partial if only asked
B5	Safety exceptions escalated	5	Fire/fuel/trapped person escalated	N/A if none

C. Identity & data protection

Section weight: 17 points · 6 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
C1	Caller full name captured	3	Name requested or confirmed	Partial if addressed but not confirmed
C2	Mobile number confirmed	2	Number confirmed	Met / Partial / Missed
C3	National ID / Iqama last-4 verified	5	Last 4 digits captured	Critical for report creation
C4	Relationship captured if caller not driver	2	Relationship recorded	N/A if driver
C5	No full personal data read aloud	3	Only last-4 confirmed	0 if full ID read
C6	PDPL explanation if caller hesitant	2	Reason for verification explained	N/A if not hesitant

D. Accident intake

Section weight: 45 points · 13 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
D1	Location: city, road, direction, landmark	5	All four elements	Partial if 2–3
D2	Live location link offered	2	SMS / app link offered	Met / Partial / Missed
D3	Time of accident captured	3	Approximate time recorded	Met / Partial / Missed

ID	Criterion	Wt	Evidence required	Scoring note
D4	Waiting duration captured	2	Agent knows how long caller waited	Met / Partial / Missed
D5	Caller plate captured	5	Plate letters + digits	Critical
D6	Counter-party plate captured	5	Plate letters + digits	Critical
D7	Make/model/colour for both vehicles	3	Vehicle descriptors	Partial if one vehicle
D8	Counter-party presence confirmed	2	Asked whether other party is at scene	Met / Partial / Missed
D9	Open question on how accident happened	4	'كيف صار الحادث' or equivalent	Met / Partial / Missed
D10	Clarifying questions on movement/signal/lane	3	At least two clarifications	Met / Partial / Missed
D11	Damage location captured	2	Points of impact recorded	Met / Partial / Missed
D12	Neutral language — no fault suggested	6	No fault language	Critical: 0 if fault suggested
D13	Evidence upload requested	3	Photos / dashcam requested	Met / Partial / Missed

E. Report & dispatch

Section weight: 27 points · 7 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
E1	Report created during call	5	Reference generated	Critical
E2	Report reference read to caller	4	Reference stated	Met / Partial / Missed
E3	Reference sent by SMS	2	SMS confirmed	Met / Partial / Missed
E4	Surveyor dispatch requested	5	Dispatch confirmed	Critical
E5	ETA given as a time range	5	e.g. 25–35 minutes	0 if 'soon' only
E6	Transparent explanation if no ETA	4	Reason + next update time	Met / Partial / Missed
E7	Self-Report offered when eligible	2	Offer made	N/A if not eligible

F. Follow-up & delay

Section weight: 24 points · 7 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
F1	Existing report retrieved	3	Reference/mobile lookup	N/A for new reports
F2	Current status stated	3	Status read to caller	Met / Partial / Missed
F3	Reason for delay explained	3	Traffic/volume/weather	Met / Partial / Missed
F4	Escalation raised when > 30 min late	5	Escalation number given	Met / Partial / Missed
F5	New ETA or next update time committed	5	Concrete time	0 if only 'notification'
F6	Call-back offered	2	Offer made	Met / Partial / Missed
F7	Sincere apology using caller's name	3	Apology + name	Partial if no name

G. Complaint handling

Section weight: 14 points · 5 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
G1	Caller allowed to finish uninterrupted	3	No interruption	Met / Partial / Missed
G2	Feelings acknowledged	3	Empathy phrase	Met / Partial / Missed
G3	Complaint categorised	2	Category recorded	Met / Partial / Missed
G4	Ticket number and SLA given	4	24h / 5 working days	Met / Partial / Missed
G5	SAMA escalation right explained when relevant	2	Mentioned	N/A if resolved

H. Closing

Section weight: 16 points · 5 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
H1	Recap of key details	6	Reference, location, plates, ETA	Partial if incomplete
H2	Further help offered	2	'شيء ثاني أقدر أخدمك فيه'	Met / Partial / Missed

ID	Criterion	Wt	Evidence required	Scoring note
H3	Najm closing line	2	'شكرا لتواصلك مع نجم'	Met / Partial / Missed
H4	Survey informed	3	Survey mentioned	Met / Partial / Missed
H5	Caller not cut off	3	Caller finished speaking	Met / Partial / Missed

I. Soft skills

Section weight: 17 points · 6 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
I1	Empathy statement at accident description	4	'الحمد لله على السلامة' etc.	Met / Partial / Missed
I2	Caller's name used ≥ 2 times	2	Count of name use	Partial if once
I3	Professional, calm tone throughout	4	No irritation	Met / Partial / Missed
I4	Active listening — no repeated questions	3	No re-asking	Met / Partial / Missed
I5	Clear, jargon-free explanations	2	Plain language	Met / Partial / Missed
I6	Respectful gender-appropriate address	2	'أستاذ / أخ / أخت'	Met / Partial / Missed

J. Hold & transfer

Section weight: 10 points · 4 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
J1	Permission asked before hold	2	Asked	N/A if no hold
J2	No hold > 30s without check-in	3	Max hold duration	Met / Partial / Missed
J3	Dead air < 10s	2	Silence gaps	Met / Partial / Missed
J4	Warm transfer only	3	Introduction given	N/A if no transfer

K. Accuracy & CMS

Section weight: 9 points · 3 items. Score each item against audible evidence only; quote the transcript in the evidence field.

ID	Criterion	Wt	Evidence required	Scoring note
K1	CMS fields match conversation	5	Extraction vs CMS	Met / Partial / Missed
K2	Notes neutral and minimal	2	No opinions	Met / Partial / Missed
K3	Correct terminology (تقدير ذاتي مباشر، بلاغ)	2	Terms used	Met / Partial / Missed

Scoring bands

- 90–100: Exemplary — share as best practice.
- 80–89: Meets standard — routine feedback.
- 70–79: Needs improvement — coaching within 5 working days.
- 60–69: Below standard — coaching plan and re-evaluation of 5 calls.
- < 60 or any Critical miss: Unsatisfactory — Team Leader review, refresher training within 10 days.

Calibration

- QA reviewers calibrate weekly on 5 shared calls; inter-rater variance must stay within ± 5 points.
- AI scores are compared to human scores on a 10% sample; variance above ± 8 points triggers prompt and rubric review.

Coaching guidance

- Lead coaching with strengths, then the top two improvement items by weight.
- Use the exact transcript quote as the coaching example and model the ideal phrase in Saudi dialect.
- Agree one measurable behaviour change and re-check on the next 5 calls.

Sentiment and customer effort

- Record caller sentiment at start and end of call (–1 to +1).
- Flag calls where sentiment drops by more than 0.4 or ends negative.
- Customer effort indicators: repeated requests, long waits mentioned, 'اتصلت', 'طولت', 'كم مرة', threats to complain to SAMA.