EXPERIENCE INTO ACTION

E.C.H.O

Empathy / Curiosity / Human judgement / Ownership

01 / INTERACTION DETAILS

OPERATOR Illustrative Operator	INTERACTION DATE 2026-10-28	AGENT NAME IF KNOWN Alex Morgan (fictional)
INTERACTION TYPE Phone call	LENGTH OF INTERACTION 14 minutes 32 seconds	INTERACTION REFERENCE ILL0000021
REPORTING MONTH 2026-10	REVIEWER AVC Example Reviewer	REVIEW DATE 2026-11-04

02 / CLIENT SUMMARY

Client summary

OVERALL RAG RATING **Amber**

ILLUSTRATIVE EXAMPLE - This call, its timestamps, participants and observations are entirely fictional. No real customer recording has been assessed.

The customer called after spending more than intended over the previous weekend. They initially asked how to reduce their deposit limit, but the conversation revealed a wider concern: gambling had begun to affect their sleep, and they were worried about leaving enough money for normal household costs. Their immediate aim was to put some distance between themselves and gambling, rather than simply understand an account setting.

Alex created a calm opening and made it easier for the customer to explain a situation they found embarrassing. The call improved when Alex slowed down, acknowledged the worry and explained the