

Session: Quality Monitoring Across Channels: Back to Basics – with a Twist

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SESSION ABSTRACT: Today it's all about the customer – they have more choice and more voice than ever before. And, it's imperative that you meet your customers wherever they are, necessitating a dramatic increase in multi-channel communications for your contact center. But, how do you ensure a consistent quality experience across all you interaction channels? And, what does this enterprise quality look like? In this interactive session, you will learn how to bridge the gap between the voice-only and multi-channel world and bring your agents and quality program along with you.

TAKE-AWAY: Create a Quality Culture

Best Practice(s):

- 1) Drive quality by involving all employees from day 1.
- 2) Share information. Be transparent.
- 3) Train early and often.

Action Item(s) to Implement:

- 1) Start with training and coach on active listening skills.
- 2) Use quality as an incentive.
- 3) Help employees understand “why” they are doing this.

Notes:

Some companies use Net Promoter Score to drive incentives.

Others incentivize based on using correct opening, offering good solution, etc.

TAKE-AWAY: Don't Forget Your Non-Voice Channels

Best Practice(s):

- 1) Don't let non-voice channels sneak up on you. Have standard KPIs that are standard across all channels.
- 2) Then, make a few specific ones for each.

Action Item(s) to Implement:

- 1) Start with increased focus for new channels.
- 2) Use canned responses in your chat interactions.
- 3) Train correctly for each channel.

Notes:

Ideas for measuring chat or email - score on appropriate responses, frame questions differently, look at spelling, accuracy of referral, answer or solution.

TAKE-AWAY: Create a Form around the Channel

Best Practice(s):

- 1) Build a form based on the channel that ensures brand image and supports accurately measuring KPIs.
- 2) Keep customer experience at the forefront!
- 3) One size does not fit all.

Action Item(s) to Implement:

- 1) Identify what the key behaviors are and measure against them.
- 2) Measure the customer sentiment based on verbal cues. – How did the customer enter the call? How did they exit the call? Neutral, Positive, Irate, At-Risk, etc.

Notes:

Measuring the customer sentiment allows you to see if the agent can “move the needle.”

TAKE-AWAY: Consider Analytics Driven Quality

Best Practice(s):

- 1) Record calls and score consistently to ensure a good foundation.
- 2) Speech and text analytics are a must.
- 3) Proof of Service & Compliance based on what was stated during the call.

Action Item(s) to Implement:

- 1) Identify specific keywords and phrases for targeting to enhance your follow up processes.
- 2) To ensure quality across-the-board, do some random sampling to get all types of customers (positive, neutral and negative).
- 3) Use keywords to prove compliance (financial institutions, TPCA Closes,etc).

Notes:

For Example: The word “cancel” triggers a report. Then, the supervisor listens to the call and the company can measure if they can save the customer. Allow those keywords to also trigger an action by the company to save an at-risk customer.

Don't ban words, find and train on appropriate use.

TAKE-AWAY: Provide Consistent Feedback

Best Practice(s):

1) Calibration sessions – get team in same room, listen to calls and score consistently. If you are not calibrated, your feedback does not mean anything.

Action Item(s) to Implement:

- 1) Create a cross-functional team that can score across multiple teams so there is no bias.
- 2) Choose “great examples” and share them with your team and ask them to emulate.
- 3) Deliver consistent feedback that is actionable.
- 4) Include your reps. Have them help you create the culture you want to implement.

Notes:

On measurements ask questions such as, “Did the opportunity present itself to measure X?” Align VOC and quality by asking the right questions and identifying the intersection of measuring points.

How often do you calibrate?

- 1) Everyone is in a room or on a call together and evaluating calls – Twice a month.
- 2) Idea Sharing – At least monthly.

FINAL THOUGHT: Focus on the outcome you need and drive all data and quality metrics toward it.