Focus your quality teams and stop diluting their time with unnecessary interactions

Queue and push recorded interactions as priority and availability allow

Benefits

A reduction of unnecessary time reviewing and scoring interactions with low or no value

Focus on the situational needs of the company, resulting in an immediate and timely impact towards key goals and objectives

"Do your teams spend countless hours reviewing and scoring buckets of random interactions?"

"Are your quality assurance teams always asking for more time and resources?"

Challenge

Contact centers generally use some form of quality assurance program to monitor, score, and coach their representatives. These programs can become increasingly difficult to focus on as time and financial constraints intensify. In many cases the average amount of quality assurance monitoring per representative becomes disproportionate to the handle time they accrue. Ultimately customer experience issues go unnoticed and consistent feedback weakens.

Effort

Strategically uncover and categorize the various layers of customer experience concerns. Merge this information with the archive of evaluations to produce a list of situations to focus against. Use process points, milestones, keywords and phrases to flag potential issues that require observation and evaluation. Consider using queue and routing logic to push quality assurance work to supervisors based on priority and availability.

Results

The focus of the quality team and supervisors increases drastically. As the system analyzes and flags a comprehensive collection of customer interactions, they are grouped together for review; compliance, policy, positive, creative, and developmental situations. When the quality team and supervisors review and score the interactions, the majority have meaning and purpose. The number of low or no value interactions are reduced to a minimum.

Summary

The level of control concentrates time and turns quality assurance into a finely tuned operation. The quality team and supervisors focus on the situational needs of the company versus a random or mathematical ratio of recordings. Monitoring, scoring, and coaching will deliver time sensitive change for a greater number of issues within a shorter period of time.

Considerations

Seek consultation to help you devise and execute this strategy. The key component for allowing this to function is within the flexibility and means of your contact center technology.

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