



WHITE PAPER

QA Best Practices: Keeping An Eye on Quality Assurance Metrics with Automated Call Monitoring Technology

Keeping An Eye on Quality Assurance Metrics with Automated Call Monitoring Technology

Introduction: Why do Companies Need to Monitor Quality Assurance Metrics?

Email, online chats, and social media...what do these things have in common? They provide the digital tools that consumers use to contact businesses. However, digital communications only work so well when the majority of customers still prefer to speak to a person over the phone.¹ In fact, 92% of all customer interactions happen over the phone. Inquiring about products or services, gathering information to make a future decision, or lodging a complaint—all of these tasks can be completed over the phone, and these interactions are often more beneficial for the customer than if they were to perform these actions online.

But when the calls come in, how can businesses ensure that the conversations achieve the desired outcomes?

Analyzing and call scoring tools, such as automated quality monitoring with speech analytics, provide the solutions that businesses need to create a truly customer-centric environment. Using cloud-based speech analytics, businesses can quickly determine if certain words or phrases are being used within the thousands of agent-customer interactions taking place every day. From this unstructured data, businesses can gain actionable insights that will help them to improve their customer interactions. Agents will be able to resolve situations with ease, customers will feel more confident in the services of the business, and first-call resolutions will increase. Achieving these benefits begins when businesses leverage an automated quality monitoring tool.

Businesses are realizing that the conversations taking place every day between their employees and customers hold much more valuable information than previously understood and which traditional call monitoring cannot provide.

This White Paper explores several beneficial elements of implementing a speech analytics solution—one that includes automated call quality monitoring technology and call scoring features.

Automated Call Scoring Creates Better Managers and the Ability to Exceed Quality Assurance Metrics

Call center managers are only as good as their ability to guide and instruct their agents. It is this very concept of instruction that makes using automated call quality monitoring so important. Without the right tools, managers will miss the opportunity to create an environment of lessons learned.

Using an automated quality monitoring solution, managers are able to record calls, analyze the language used, categorize calls, and score calls to develop the materials they need to create a teachable moment for their agents. Access to this data is particularly helpful when agents and managers disagree about the circumstances surrounding the call.

By analyzing the spoken content of the calls they handle, agents and their supervisors are able to:

- › Observe the impact of trigger words or phrases.
- › Perfect their ability to respond to a wide array of customers.
- › Avoid future miscommunications that could lead to lost customers and revenue.

Without automated quality monitoring, agents might feel as if their managers are simply “abusing their power” by becoming disciplinarians. When agents feel as if they are simply being told what to do, dismissed, or otherwise criticized for every conversation that doesn’t go smoothly, they will quickly lose morale. Managers can increase engagement levels simply by emphasizing the strengths of their agents in a lessons learned environment. To do this, they must have access to consistent and accurate call handling metrics to deliver fair and objective feedback.

¹ Salesforce Blog, The Sales Hierarchy of Lead Data Needs, <https://www.salesforce.com/blog/2015/04/sales-hierarchy-lead-data-needs-gp.html> (accessed June 7, 2017)

Improve Quality Assurance with Cloud-Based Speech Analytics

Quality assurance is defined as the ability to maintain a certain level of quality for a product or service. All too often, businesses become so focused on growth, revenue streams, sales, and marketing that they forget that their business would be nothing without the customers. In an age where a single social media post can “go viral” in a heartbeat, businesses need to spend time monitoring their quality assurance metrics, and gauging the experience they’re providing for their customers. For businesses that field thousands, if not hundreds of thousands of calls a day, the challenge is to figure out what data to gather, how to analyze that data, and most importantly how to improve customer service on a mass scale.

Cloud-based speech analytics offer the flexibility and scalability that businesses of all sizes need to maintain the “mom and pop” level of customer care on a larger scale. Proven benefits of this trusted tool include:

- › Avoiding the hindrance of costly hardware and equipment within call centers.
- › Reducing the cost of maintaining call center servers.
- › Expanding a solution to automatically adjust to an increased number of calls (especially during peak business hours or busy seasons).
- › Determining which employees need additional call handling training to reduce call times and increase first-call resolution metrics.
- › Increasing customer satisfaction levels to further boost referrals and brand loyalty.
- › Correcting script issues by responding to gathered data.

Components of Customer Experience



'Three Es': The core tenants of customer experience. Source: Taylor Reach Group

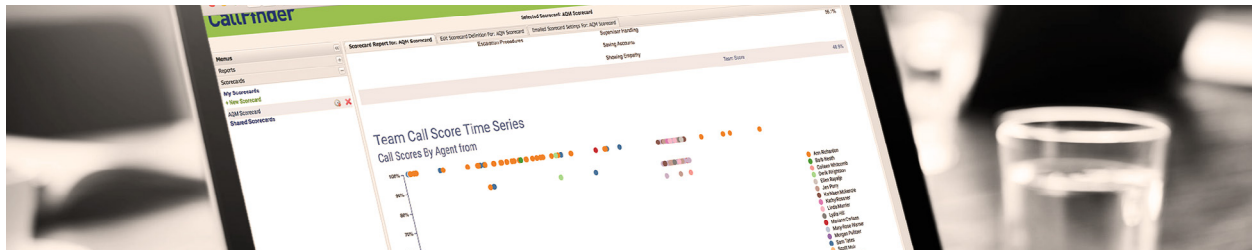
Why Real-Time Data is Important to Monitoring Quality Assurance Metrics

Real-time monitoring is one of the top features of cloud-based speech analytics. Managers will be able to oversee and track agent calls as they are completed. In fact, the following real-time data can be gathered: escalation attempts, customer sentiment, compliance violations, even the use of profanity or other offensive language. In this way, 100 percent of every call is automatically monitored and recorded so that immediate playback is available to managers.

Through real-time data analytics, managers can more easily ensure that quality assurance metrics are being met. In addition, managers will be able to use the real-time data to address a wide variety of business objectives, including:

- › Improving customer experience via higher quality transactions.
- › Identifying cross-sell or up-sell opportunities that anticipate the future needs of both prospects and current customers.
- › Establishing a learning environment that leverages improved coaching and training techniques.
- › Resolving customer conversations, questions, comments, and complaints effectively and in a timely manner.
- › Increasing their ability to ensure that agents are following company scripts, which are designed to achieve certain quality assurance metrics.
- › Tracking market trends more accurately.

In layman's terms, in order to deliver a better experience to customers, businesses need to have access to real-time data that allows them to more effectively determine if quality assurance metrics are being met by all agents. Automated quality monitoring and call scoring can be used to identify those agents who are either a) performing below expectations, b) exceeding quality assurance metrics, or c) not following procedures. These tools will help managers to readily identify training opportunities that will help agents to more easily follow procedures and subsequently deliver a positive customer experience. It's important to recognize that training is not a one-time event, and that ongoing up to date training gives agents an advantage. Data shows that continuous training delivers fifty-percent higher net sales per employee.²



Additional performance metrics that can be monitored include:

- › The use of approved pricing terminology during different stages of sales calls; the ability to identify and address areas where incorrect terminology is being used.
- › Increase performance discovery opportunities from customer conversations. These opportunities can then be leveraged to improve agent training.
- › Monitor the time spent on each call, the cost of each call, the number of abandoned calls, as well as the trigger words (or phrases) that result in booked appointments or immediate sales.
- › 100 percent compliance with established federal regulations, as well as the issues mandated within the Telephone Consumer Protection Act (TCPA).
- › Increased ability to automatically sort calls via identified key words or phrases, which leads to the improved ability to isolate customer conversations for further analysis and the creation of an improved customer experience.

In short, through the use of automated speech analytics services, businesses can more easily ascertain customer perceptions, identify customer service gaps, and make essential improvements that generate higher sales as well as improved customer relationships.

² Association for Talent Development, @atdsalesenable

Automated Quality Monitoring with CallFinder

CallFinder helps businesses across industries leverage cloud-based speech analytics to gain key insights, analyze customer conversations, and create an environment of process improvements. In real-time, businesses can find customized key phrases within call recordings. These key phrases can then be used to effectively identify and categorize calls that are based on personalized objectives. For example, a national Home Care Products company recently used CallFinder to:

- › Monitor specific script transition times.
- › Measure the extent to which each agent was following the proven script.
- › Effectively determine how variations from the script resulted in fewer scheduled appointments.
- › Monitor TCPA compliance.
- › Accurately and quickly segment callers into those calling to rent their homes vs. calls from homeowners.

After implementing CallFinder, the company achieved a 59 percent increase in inbound lead conversion rates as a result of identifying winning sales strategies and scripts. Compliance with TCPA regulations reached 100 percent, with deviance quickly identified. Overall, manual monitoring hours were decreased by 90 percent.

MONITORING HOURS



LEAD CONVERSION



TCPA COMPLIANCE



Through automated indexing and call content analysis, CallFinder can help businesses quickly identify actionable trends that aid the creation of strategic initiatives. Incoming calls can be processed in real-time, recorded, and indexed for immediate or future use. CallFinder even has the ability to route calls from any local or toll free number, as well as a multitude of types of phone lines. Finally, with the CallFinder online dashboard, businesses are given access to a user-friendly display that is simple and easy to navigate. With a 24 hour customer support line and a designated CallFinder Specialist, businesses are able to thrive as they seek to monitor and exceed quality assurance metrics. ●

About CallFinder

CallFinder is a market-leading provider of cloud-based speech analytics that is powerful, affordable, and easy to use for small and medium-size businesses. We deliver our highly scalable technology across a wide range of industries including retail & wholesale, healthcare, travel, finance & banking, insurance, manufacturing, utilities, and education.

Free Assessment With CallFinder

Find out what your customers are experiencing when they call your company. An assessment is much more than a product demonstration; it's an analysis of the voice of YOUR customers. Simply provide 100 hours of your call recordings. We will process the audio files through the CallFinder speech analytics engine, and provide you with a report and consultation of our findings. The entire assessment process takes just a few days to deliver results. Start discovering how you can improve your customers' experience today!

