

5 Ways Call Monitoring Can Improve Contact Center Performance

🎯 TARGET IMPORTANT METRICS

In a typical call center, managers only listen to 1-2% of recorded calls, leading to missed opportunities for necessary training, to ensure a high-level of customer satisfaction.

With automated call scoring, 100% of calls are monitored, delivering an automated scorecard for your team as a whole, in addition to individual agents which in turn allows managers to target important metrics that agents aren't meeting.

👍 OVERCOME COMMON CHALLENGES

In the past, contact center managers had the burden of manually monitoring individual calls, not knowing if they are missing important calls, which may lead to a lower overall customer experience.

With automated call scoring, managers are able to address business objectives and overcome common challenges by providing agent-customer interaction analytics on every incoming call so you can capture essential customer information, call reasons and pattern metrics.



👤 INDIVIDUAL PERFORMANCE

When monitoring agent calls manually, customer satisfaction is hard to quantify, especially if you intend to measure multiple key performance indicators.

By using an automated call tracking solution, managers can look at each agent's performance and ensure that its agents provide the best experience possible with easy-to-understand agent scorecards.

👤 RESOLUTIONS ON THE FIRST CALL

When customers have to contact an organization multiple times to find a resolution, they typically leave with a negative impression, leading to higher costs for the company, as well as losing important customers.

Call monitoring software ensures that agents are resolving customer's issues during the first phone call, rather than having repeated call-backs in an attempt to find a resolution to the same issue.

📋 ONGOING TRAINING AND SCORECARDS

Not knowing where your contact center is falling short on agent training can lead to poor customer satisfaction. Ongoing training can provide call center agents with important skills and knowledge to successfully handle each of their customer's calls.

Call center agent's scorecards provide managers with important information where their entire contact center is falling short, along with determining the necessary training for individual employees that aren't meeting specific performance metrics.