

7 Ways to Improve Quality in the Contact Centre

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**“Quality is not an
act. It is a habit”**

- Aristotle



1. A Framework for Contact Centre Quality

Define the purpose of your contact centre's quality program:

Why are you doing this?

What do you plan to achieve?

How will you measure it?

Set meaningful performance standards:

Customer expectation data + organisational data

Focus on results – not activity



Activity vs. Results

Activity	Results
Talk time, handle time, after-call work	Customer Satisfaction
Using the customer's name 3 times	Building rapport
Offering the "special of the week"	Making the sale
Number of interactions handled	Quality of interaction



2. Defining Your Strategy

Consider what the purposes of your program are (or should be)

How does (or should) the purposes impact:

Who should do it?

How often should we do it?

How should we do it?

What should we monitor?

What tools should we use?

What changes do you need to make to your current program?



3. Calibrating for Consistency

Level 4: Calibrated Ratings Correlate to Customer Satisfaction

Level 3: Ratings (or scores) Calibrated by Performance Standard

Level 2: Coaching is Calibrated (What to coach)

Level 1: Overall Impression of the Contact (Meets or Does Not Meet Expectations)



The Calibration Process

1. Choose a facilitator and determine participants
2. Develop your process
 - How often?
 - How many contacts in a session?
 - Calibrate scores only? Coaching?
 - Create an environment in which everyone can feel comfortable sharing his or her opinion
3. Select interactions
4. Conduct calibration
5. Negotiate to reach consensus



4. Connecting Quality to Coaching

The coaching process should include:

1. A roadmap (how do you move people from here to there?)
2. Identified desired behaviors
3. An outlined approach to how coaching happens
4. Documented feedback
5. A framework for measuring the effectiveness of the coaches



Key Coaching Decision Points

What to coach? – 1 or 2 behaviors

Is it an ongoing or recent behavior?

Should the coaching occur on-the-fly, or formally?

Have you observed improvement?

