Best Practices In Call Quality Monitoring
QUALITY MONITORING VIA RANDOM CALL SELECTION
Random Call Selection Results...

Sales Opportunity
Service
Billing

Root Cause: Anecdotal

Actionable Insight X
Traditional QM Process Challenges...

Efficiency

Representative

Business Driven
Not all Agents need coaching, and this time can be better spent. Coaching every Agent on a regular basis could be more effective.

Coaching sessions don’t address the relevant business goals. Coaching sessions delivered on random subjects might not be as effective.

Supervisor can’t address knowledge gaps in real-time. Coaching sessions are predetermined, which might not be the best use of time.
UNDERSTANDING THE VALUE OF TARGETED CALL SELECTION
Targeted Call Selection...

- Sales Opportunity
- Service
- Billing

Root Cause: Empirical
Actionable Insight

Listen
Steps To Align QM To Business Goals…

- Define Targets
- Create Quality Plans
- Evaluate & Monitor
Targets For Improvement...

Define targeted KPI’s such as:

- AHT, Transfers, Hold time, Talk Time
- Compliance Adherence
- Sales Conversion
- Etc, etc

And share improvement progress at all levels....

Senior Management  Team Supervisors  Agents
Business Focussed Quality Plans...

Centralised end-to-end management of the QM processes

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Evaluate And Monitor...

- Quality Plans help manage targeted evaluation and coaching of Agents
- KPI’s are monitored to realise the impact of evaluation and coaching
The Targeted Quality Management Process...

Harvest Relevant Calls

Bespoke Evaluation

Targeted Coaching

Ongoing Monitoring
Benefit Summary...

- QM & Business Goals Alignment
- Automated Selection
- Targeting Coaching
- On-going & Genuine Evaluations
Download the QM report >

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