

10 WAYS QUALITY CAN IMPROVE CONTACT CENTRE PERFORMANCE

agenda

How quality drives customer experience improvements

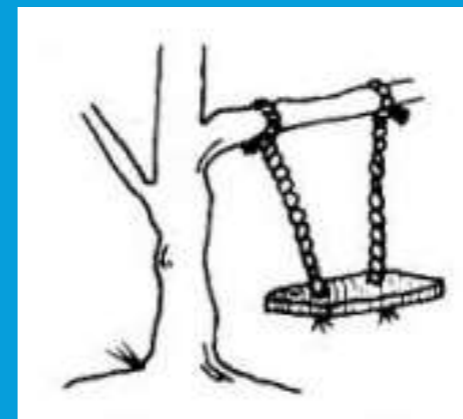
The link between quality and performance

Expected performance improvements

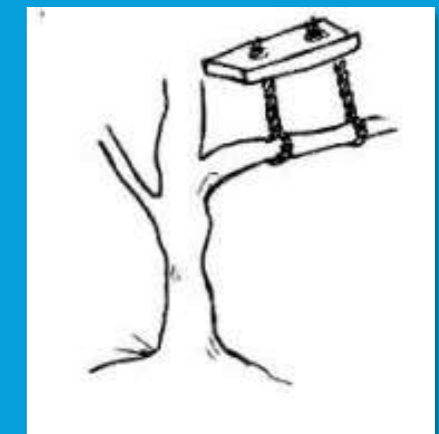
How new technologies can improve quality (and changes in behaviour)

What is ^{Contact Centre} Quality?

- **Core attributes:** predictable, uniform, dependable, consistent
- **Based on:** standards
- **From the perspective of:** the customer



What the customer wanted

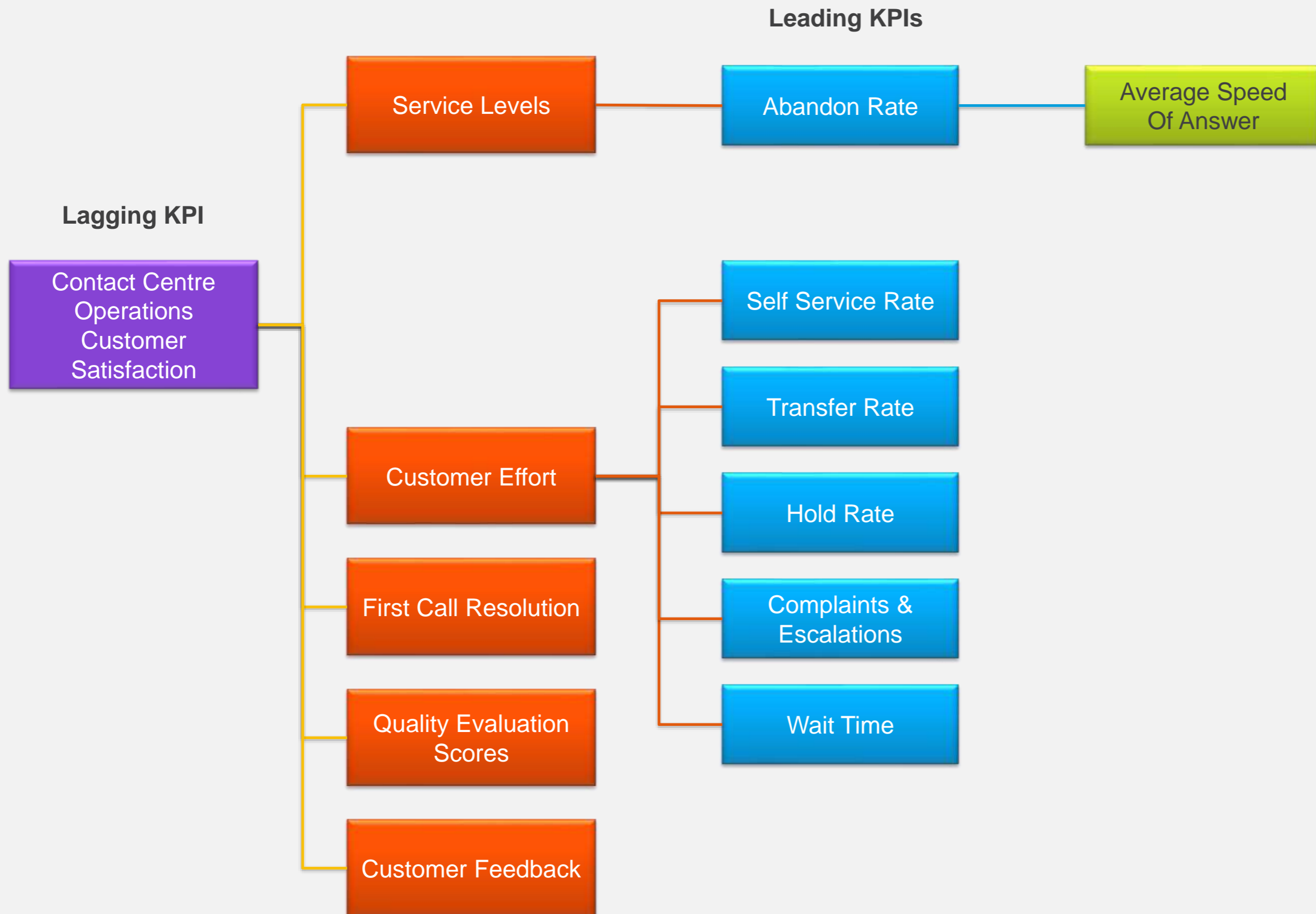


What management thought the customer wanted

The Link Between Quality and Performance



How Quality Drives Customer Experience Improvements



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Search "KPI"

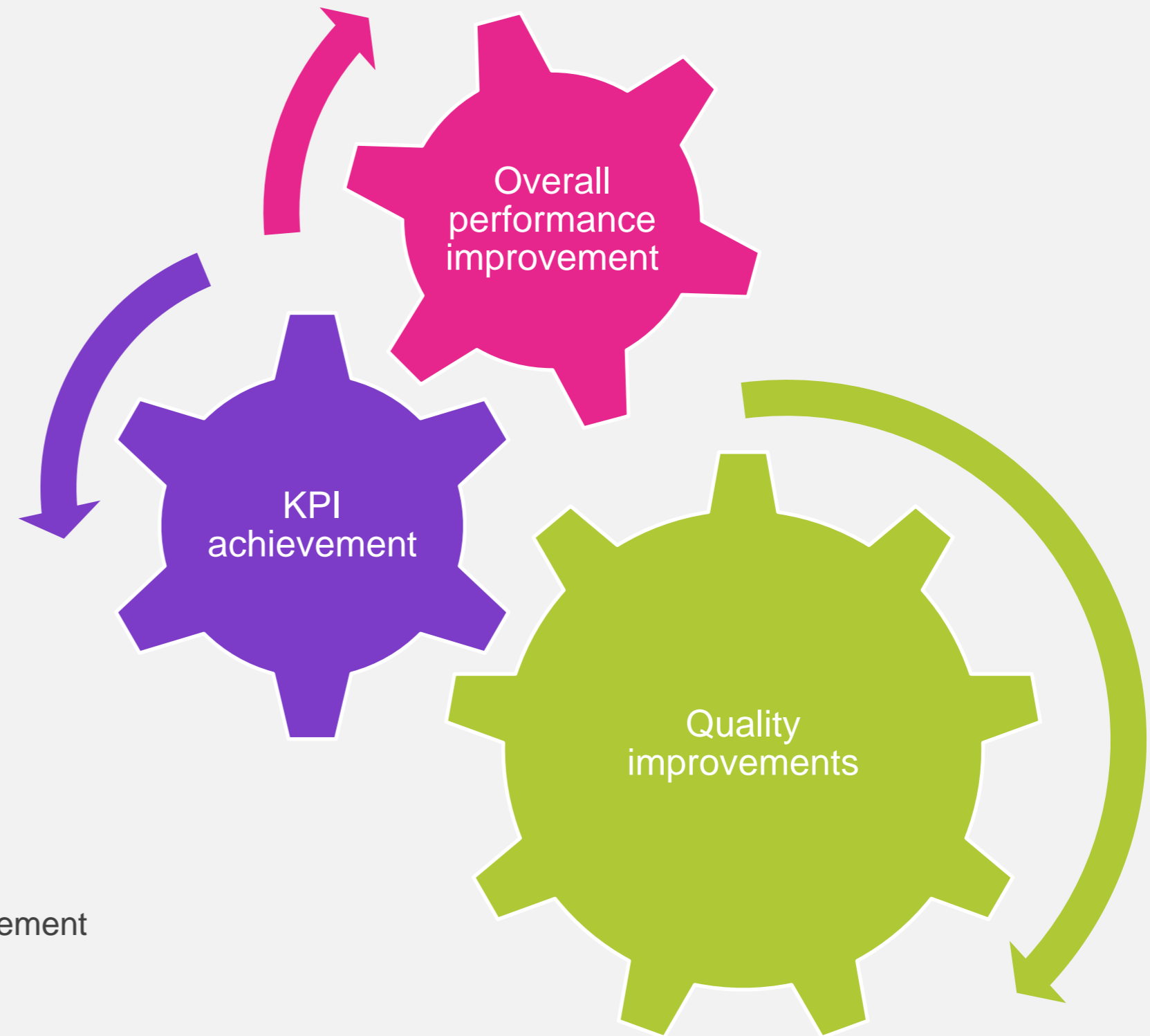
Quality Improvements Drive Performance Improvements

Typical Performance KPI's affected by Quality Improvements

- Average Handle Time
- First Call Resolution
- Attrition -- Customer and Agent

KPI	Before	After	Impact
Average Handle Time	9.5 min	8.7 min	+42K interactions or -2 headcount
First Contact Resolution	74%	81%	+11K interactions or -.5 headcount
Agent Attrition Rate	38%	34%	1 less attrition
Customer Retention	10%	9%	50 accounts

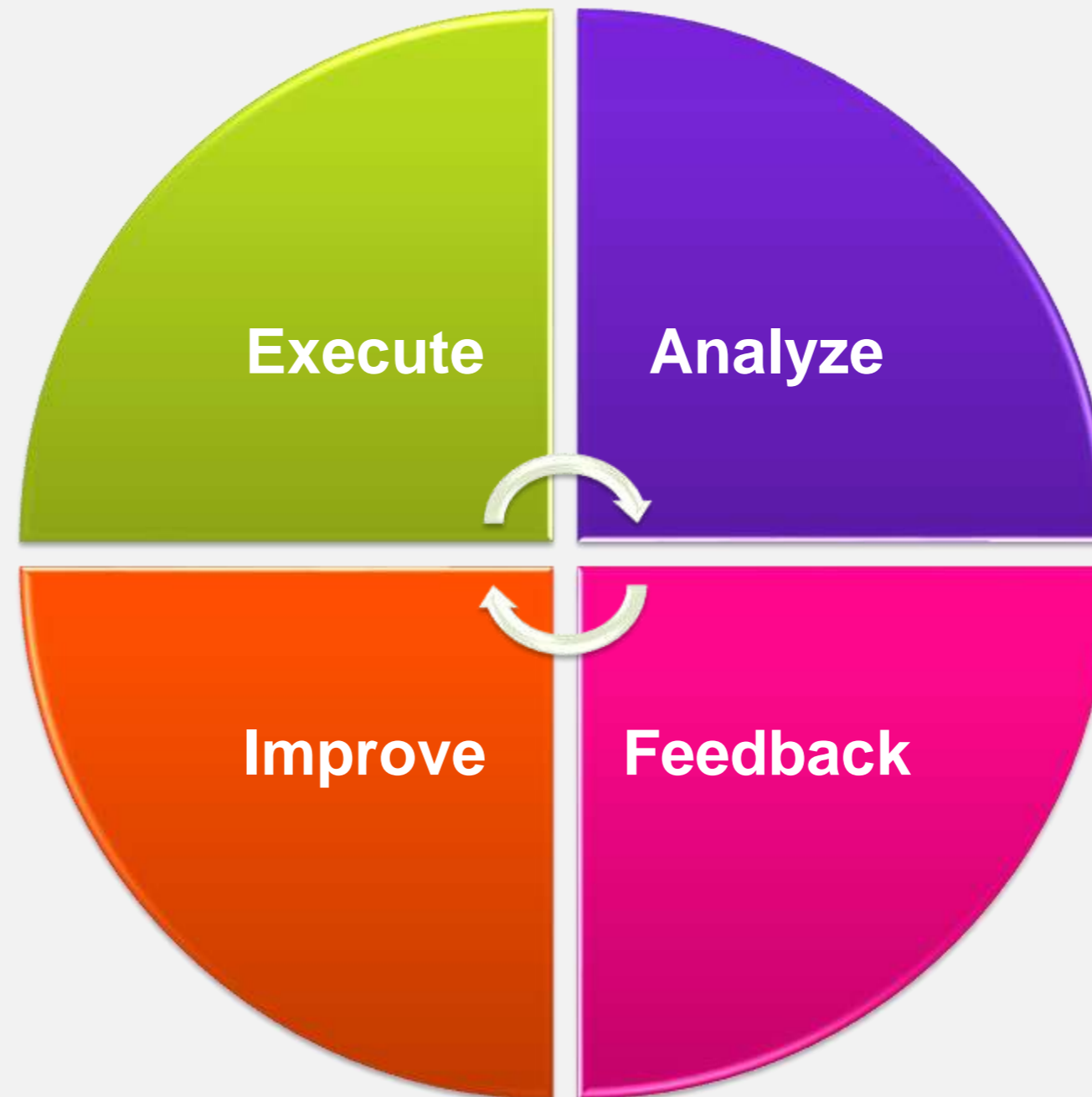
Example: 500 accounts, 10 seats / 148K annual interactions with 10% KPI improvement



Technology can Help Improve Quality

“We believe that our customer service is a differentiator in the market for us. So it’s not just a cost that we have to manage. We believe that providing amazing customer service is important and strategically aligned with what we want to do.” *Operations Leader, Healthcare Industry*

- Artificial Intelligence
- Advanced Analytics
- Customer Survey
- Quality Management
- Performance Management



Summary

1. Define quality standards from your customers' perspective
 2. Make the commitment to continuously improve quality
 3. Use new technologies to make quality accessible to agents
 4. Use the right reporting, KPI's and analytics to measure operational results
- BONUS: Use performance improvements as business justification to acquire new QM tools



Thank You