

Intelligentics

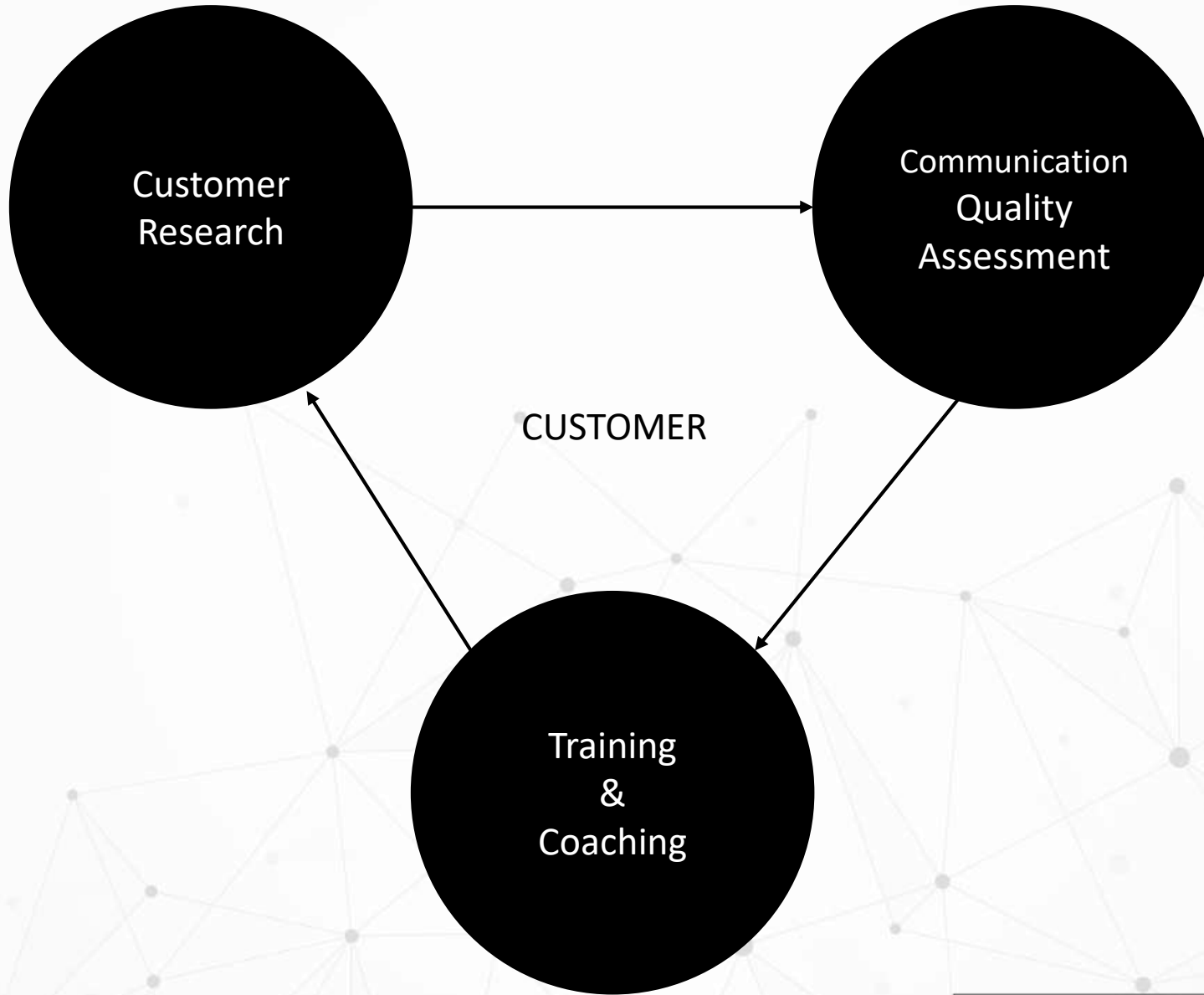
Where *intelligence* meets *tactics*

Quality and Contact Center Performance

Connecting the Data Dots

Quality Improving Performance

1. Know *who* is defining quality in your organization based on *what*



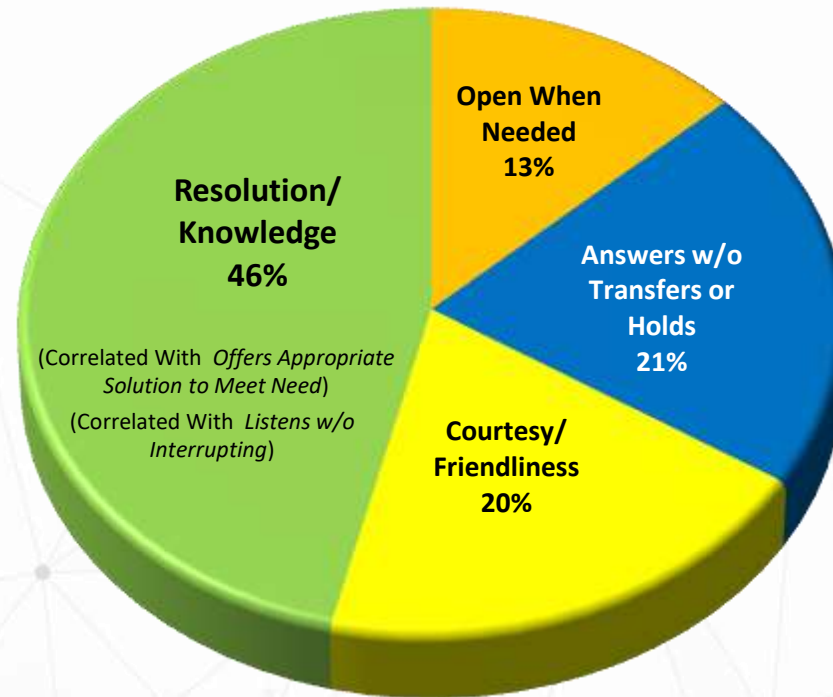
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Quality Improving Performance

1. Know *who* is defining quality in your organization based on *what*
2. Get reliable data on what drives your customer's satisfaction

Key Drivers and Supporting Attributes

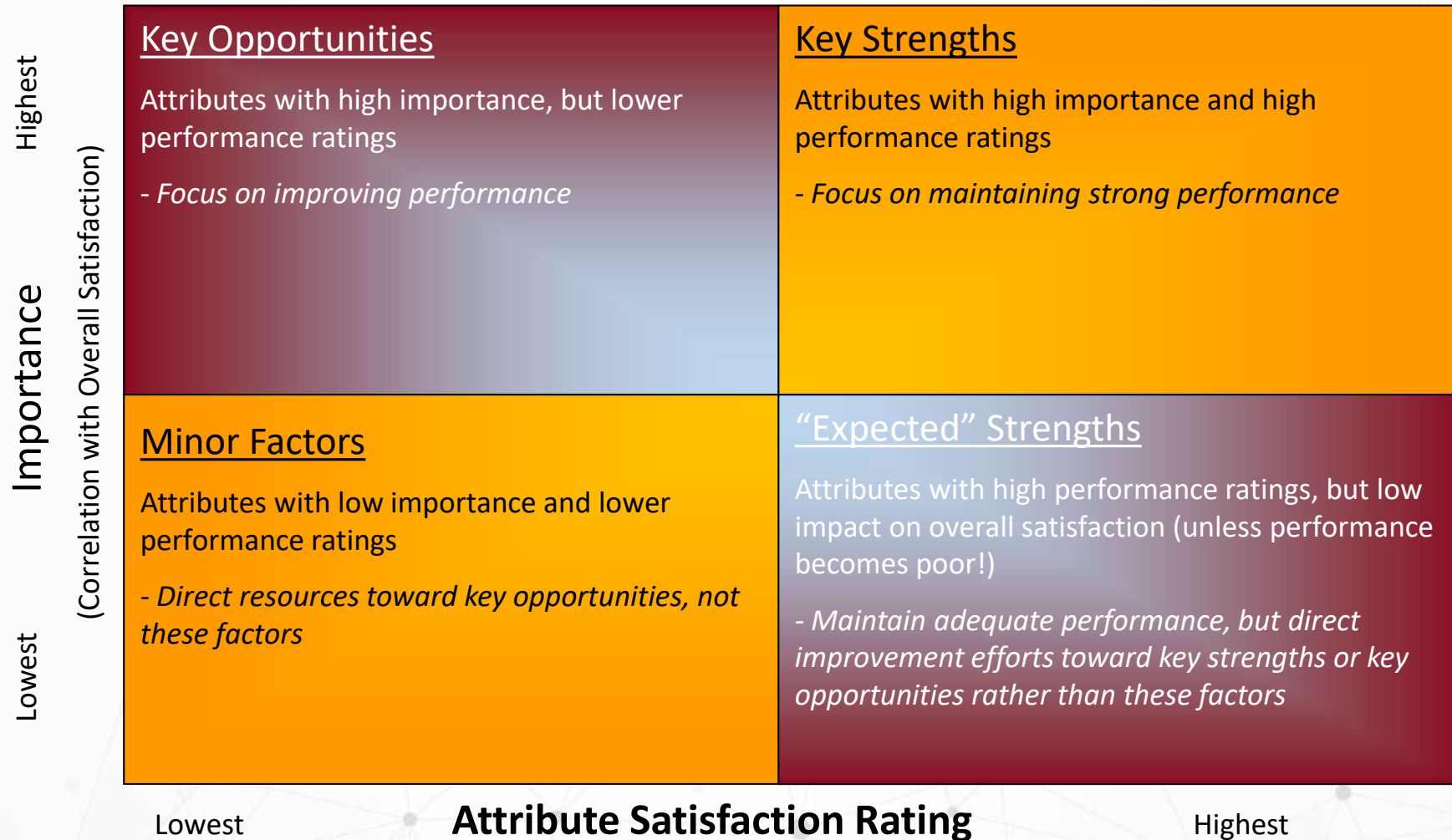
2018.1 Key Performance Dimensions
Customer Service



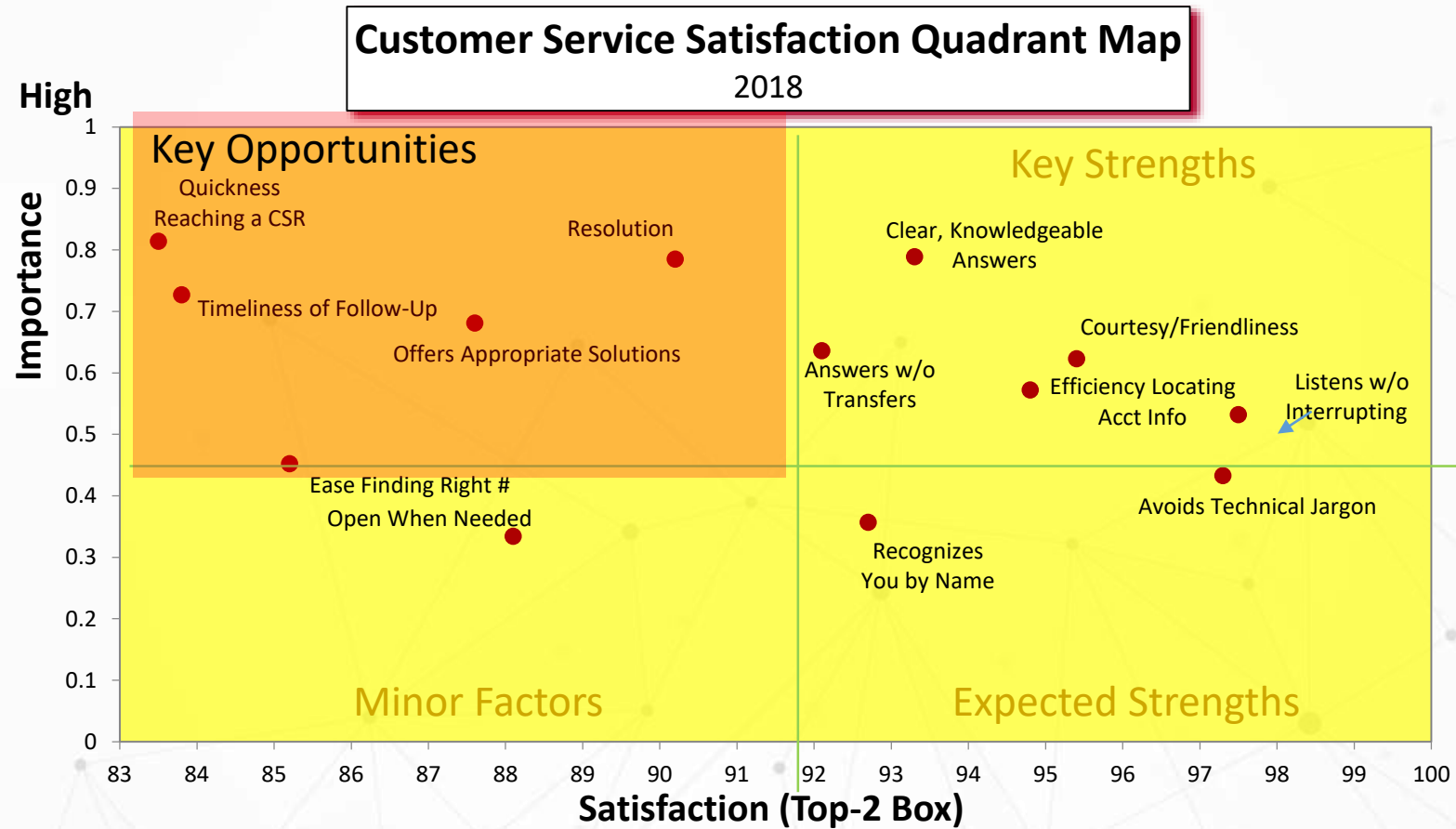
(Correlated With *Offers Appropriate Solution to Meet Need*)
(Correlated With *Listens w/o Interrupting*)

(Correlated With *Ease Using VR*)

Quadrant Analysis Interpretation



Service Satisfaction Quadrant Map



Low

High

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Quality Improving Performance

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3. Consider ways CSRs' words can influence key drivers

Measuring Quality

- CSR control
 - Res: Ownership Statement
 - Res: Made complete effort
 - Access: Appropriate systems
 - Access: Efficient navigation
 - Quickness: Acknowledge queue
 - Answer: Appropriate solution
 - Follow-up: Specific time frame
 - Courtesy: “Please” & “Thank you”

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4. Measure the customer experience (CX) beyond CSR performance

Measuring Quality

- CSR control

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- Outside of CSR control

- Res: Outcome of contact
- Res: Number of contacts
- Access: Information access
- Access: Speed of access
- Quickness: Staffing/Queue time
- Answer: Proper training
- Follow-up: Standard Lead times
- Courtesy: IVR voice & message

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4. Measure the customer experience (CX) beyond CSR performance.
5. Track customer, contact, and resolution outcomes.

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3. Consider ways CSRs' words can influence key drivers.
4. Measure the customer experience (CX) beyond CSR performance.
5. Track customer, contact, and resolution outcomes.
6. Research exceptional situations which may be addressed systemically to diminish "diminish dissatisfaction."

Conclusion

- Reliable CSAT & QA Data helps improve overall performance
 - Makes CSR training more effective (customer focused, data-led)
 - Reduces time needed to improve CSAT
 - Reduces waste as resources can be allocated where they'll have impact
 - May catch systemic issues early, before they become costly
 - Creates internal efficiencies (no arguing over what's important)

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Thank You!

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