

# ROLE OF CALL MONITORING

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# WHAT IS THE “ROLE OF CALL MONITORING”

- How your organization answers this question, determines the effectiveness, usefulness, and value of call monitoring.
- Call monitoring is a tool of management, like a hammer. Call monitoring can either build or destroy. Either call monitoring is a strategic asset, and loved by the agents, or a gotcha moment hated by the agent, feared by all, and useless to many.



# WHAT IS THE PURPOSE OF CALL MONITORING

- Roles define purpose, purpose details strategy, and strategy expands tactical action into daily activities, also referred to as “Carrying out the mission.”
- The first strategy in call monitoring is to define and detail the Role, the Purpose, and extend that strategic thinking into action items.
- Call monitoring is either a “Gotcha!” or an “Ah-Ha!” not both!

# GOTCHA!

- Punish
- Harass
- Call Scripting/Buzzwords/Power Adjectives
- Not Customer Service but Customer Mandate

***“My name is Ozymandias, King of Kings; Look on my Works, ye Mighty, and despair!” ~ Percy Shelley***

## AH-HA!

- Aid to improve agent performance
- An extension of a dedicated customer service mission
- Asset to keeping and rewarding talent
- Tool to aid in New Employee Orientation/Training (NEO/NET)
- Shapes the journey of training for professional growth as an expectation of excellence.

**“You cannot teach a man anything. You can only help him discover it within himself.” ~ Galileo Galilei**

# THE CALL MONITORING MISSION

- Call monitoring is reviewing behaviors, not just words, used in a call by an agent representative.
- Call monitoring strategies is an extension of the role and purpose of the call center.
- Defines customer service for the entire organization.
- Reflect the organizational commitment to training and retaining employee talent.

# TOOLS USED IN CALL MONITORING

- Recording calls
- Side-by-Side Coaching/Mentoring
  - Peer-to-Peer
- Self Evaluation
- Online and Offline evaluation of call behaviors
- Call Reviews
- “Ghosting”

# RECOMMENDED PERIODICITY FOR CALL MONITORING

- Daily Huddles
- Weekly Team Meetings
- Monthly one-on-ones
- Semi-Annual Call Center Awards gatherings
- Annual Award/Reward “Best in Class” Showcase





# CALL MONITORING STRATEGIES

- Encourage agents to practice, both on and off the job, the behaviors desired to improve calls, and call monitoring results.
- Call monitoring is looking for behaviors; the same behaviors modeled by supervisors will be the same behavior observed in call monitoring.
- Define the role of call monitoring, the purpose follows, and the strategy then begins to unravel into the pursuit of excellence.

# DATA COLLECTED

## Quantitative

- Information about quantities; information that can be measured and written down with numbers



## Qualitative

- Information about, and detailing, quality; information that is detailed, explaining number symbology, and fills out the details



# IMPORTANT POINTS FOR CALL MONITORING

- Call Monitoring is looking for behaviors and voiced attitudes, not adjectives, scripts, and buzzwords.
- The best call monitoring can ever do is to enhance training. Call monitoring does not replace quality control mechanisms; but remains only a small part of the QA strategy.

## IMPORTANT POINTS (CTD.)

- Call monitors are QA, not police. When problems arise, protect call monitoring efforts from disciplinary proceedings.
- Career Progression should include call monitoring, before becoming a supervisor.



# CONCLUSION

- Closing Remarks
- Questions
- Comments
- Thank You!



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