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CALL MONITORING STRATEGIES

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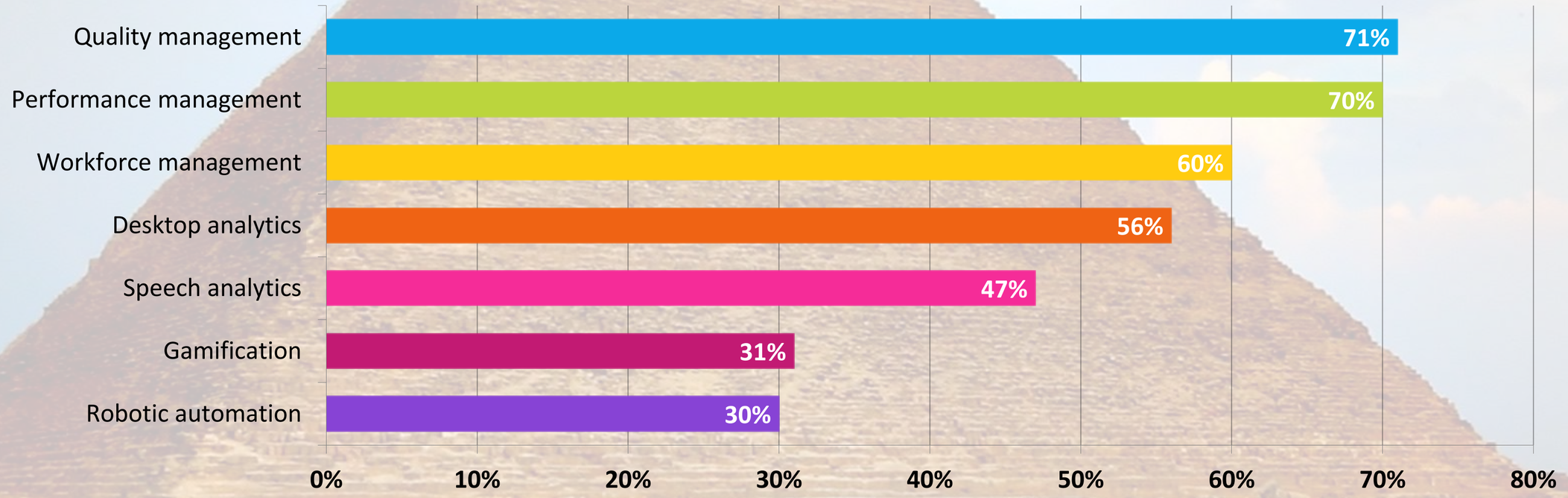
Quality management is the foundation for success: technology is an enabler

How much of a unique competitive advantage can the following WFO solutions contribute to your organisation?



(Rate 1-5, 1=no advantage, 5=huge advantage)

Gatepoint Research 2016

We need to remove the challenges of traditional Quality Management

Lack Insight: About 3% of total inbound calls are evaluated for quality. Number of evaluations are not statistically relevant and key insights are missed

Manual Processes: 50% are challenged with highly manual QM process, lack of resources and inability to address omnichannel needs.

Minimal Engagement: 6% of agents feel the current quality program can help them be successful. 5% of executives consider QA results for business change. Everyone is ready for DIFFERENT

Source: ICMI Benchmark Report on Modern Standard for Contact Center Quality Management Report

Quality Monitoring

All Quality and Audit Needs in One Place

Analyse Everything. Empower Everyone for Business Driven Results

Capabilities	Investment Impact
Target Interaction anomalies with 100% quality monitoring powered with speech intelligence on any channel	Uncover Hidden Trends and Achieve a Greater ROI
Automate QA with pre-configured or customised workflows and auto scoring	Boost Operational Efficiency
Empower Employees with metric-driven quality programs that include personalised reports and dashboards	Drive Corporate Objectives and Improve Visibility into Quality

Identify Hidden Trends with Greater Accuracy and Efficiency - Business-Driven Quality Monitoring Roadmap

Call Selection Methodology

Random Sample Monitoring

Manual Selection
@ 3% monitored

Targeted Monitoring

Contact Data

- Hold Time
- Transfers
- Length of Call

Analytics Driven 100% Quality Monitoring

Speech, Text, Desktop

- Neural Phonetic Speech Analytics
- AI-based sentiment scoring
- Talk and Non-talk time
- Chat response time
- Desktop activity

Identify Hidden Trends with Greater Accuracy and Efficiency - Extracting and Merging Omni-channel data

Recording

Chat Server

E-mail Server

Other Data Sources (claims, Files, faxes, orders

Additional Valuable Sources of Data

- Customer Value (CRM)
- NPS indicator (CSAT Survey tool)
- Applications accessed by the agent (NICE APA)
- Agent Hire Date (HR Database)
- Account Number (CRM, IVR)

Extract and Merge Data

Sync to a Quality Platform

NICE

Identify Hidden Trends with Greater Accuracy and Efficiency - Business-Driven Quality Monitoring

Sync to Quality Platform

Quality Capabilities	Value added Capabilities Examples
Categorise interactions across all channels	• Automatically categorise interactions using words, phrases and data • Search for interactions with low CSAT, missed sales, high risk
Launch evaluation form	• Adapt evaluation processes (auto-select forms, branching logic)
Simplified & complex quality flows	• Adapt quality focus based on business needs • Calibration, appeals, audit the auditor….
Integrated Reporting	• Templates for standard quality reports • Build custom reports to manage specific business needs/requirements
Agent and Supervisor Dashboard	• Create KPIs and measure 100% of interactions based on any data • Align dashboards to initiatives, with KPIs for Cost, Revenue and CX • Build scorecards to drive engagement

Automate: Boost operational efficiency
- End-to-end process automation and customization

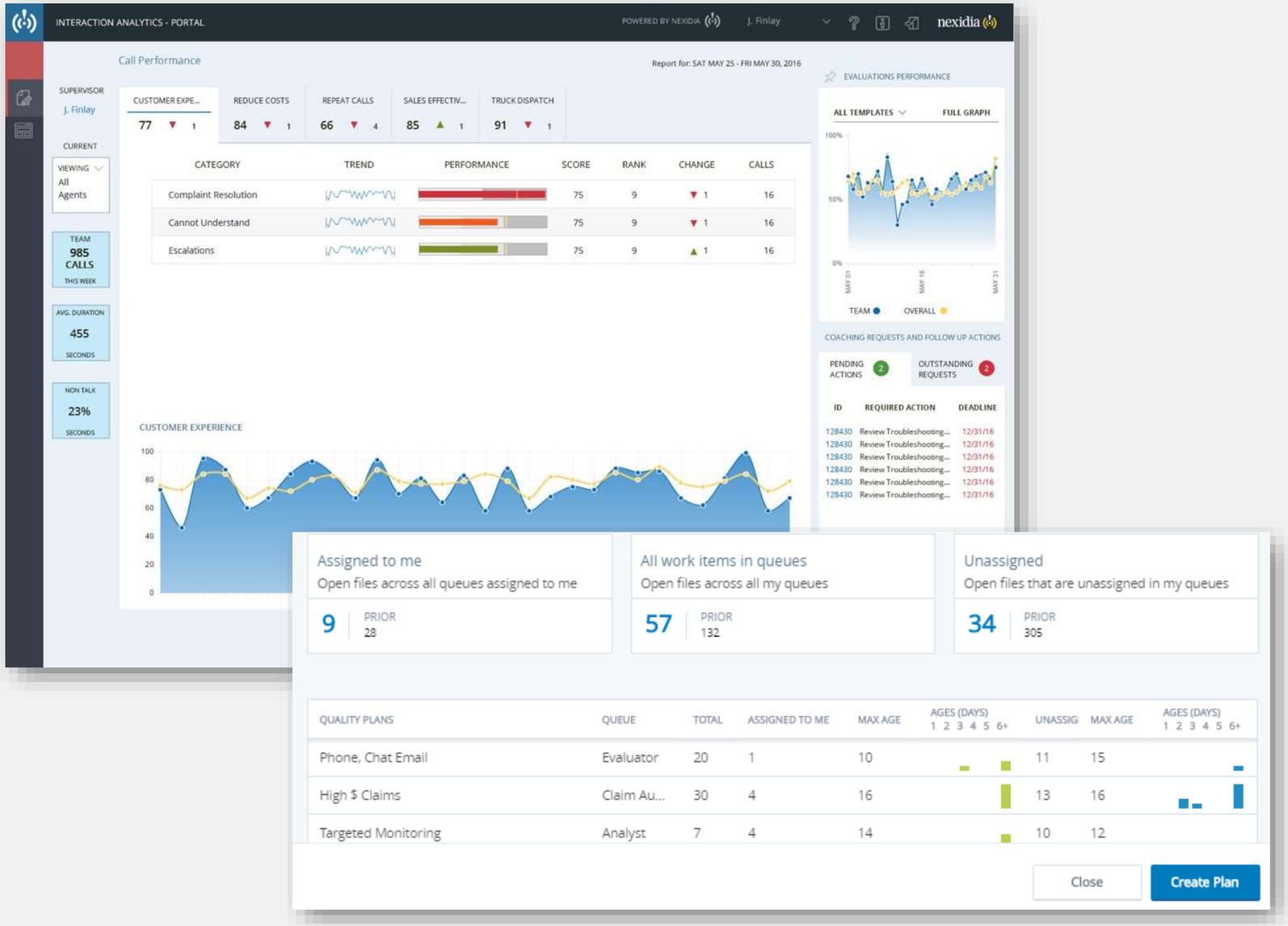
- Distribute to individual, group, queue or combo
- Time-driven compliance
- Audit-the-auditor
- Dispute
- Self-evaluation
- Coaching
- Calibration
- Agent Feedback

Fully Automated from Interaction Selection to Feedback

Engage Any Employee, Every Level, Any Objective - Improving visibility into quality and gain actionable insights

Dashboards available to Agents/ Supervisors

- Immediate view of individual's performance relative to peers (current and trend)
- Drill-in to view details about each Type + Metric combination
- Drill-in to interactions
- "Watch List" to group problem areas and facilitate ongoing monitoring



Next Steps: Self-Assesment

Integration	• How are your interactions captured? Single platform / multiple platforms?
Interaction Selection	• How do you find Interactions? Can you search? What metadata do you use?
Workflows / Interaction Distribution	• How do you send interactions for evaluation? How do you set sample sizes?
Evaluation	• How can you evaluate a customer journey? Can you use Analytics within the evaluation process?
Reporting	• How do you create business insight? How flexible / automated is the reporting tool.
Employee Engagement	• What sort of dashboards do you use? What type of coaching forms? Do you monitor coaching?

Thank You

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