

# A **Smarter** Approach to Contact Centre QA



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# 1. Your Quality Assurance program begins with Quality



# Your Agent's challenge

*"It's hard to deliver a relevant & meaningful experience, if I don't know what it's supposed to look like, how to bring it to life or even how to explain it."*



## 2. A Service Delivery Vision helps



To be the **BEST PART**  
of our Guest's Day

### Master

Technical Expertise

To be the best trained, most educated professional in our industry

### Personalize

Emotional Connection

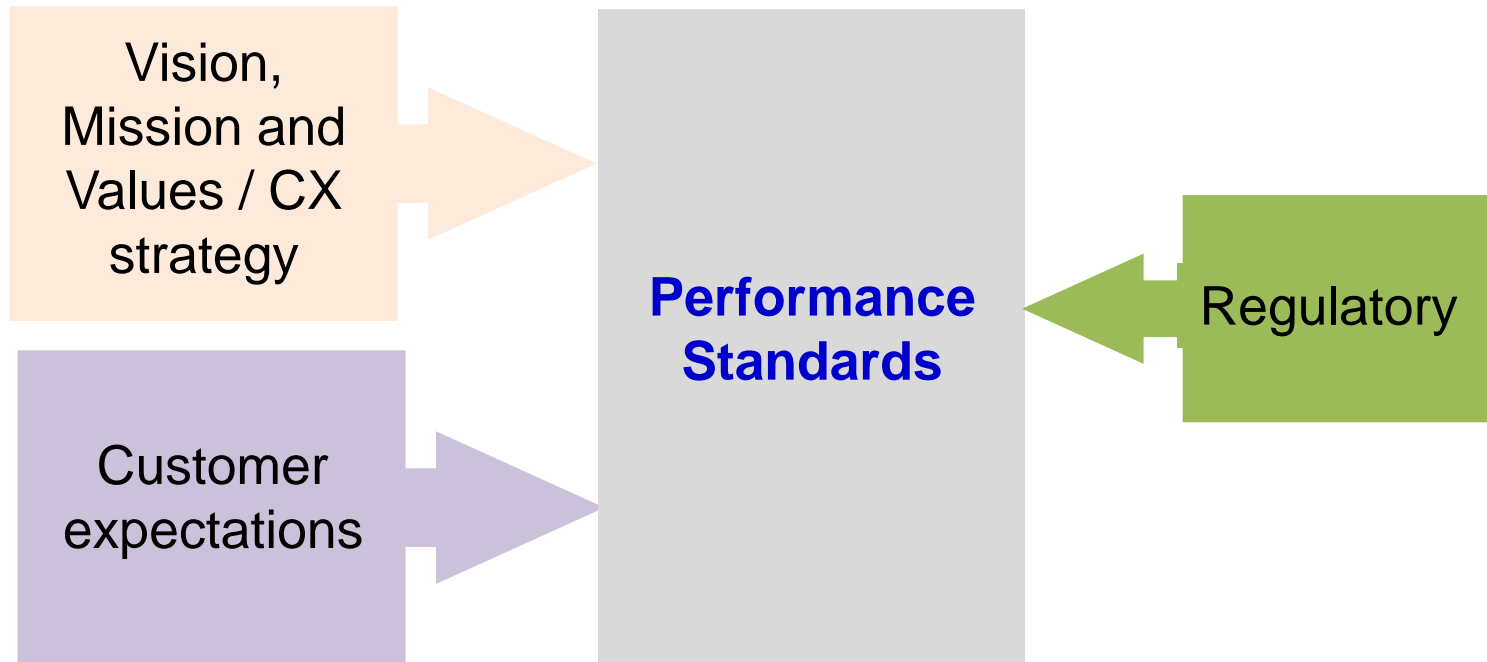
Secret Service utilizing customer intelligence to personalize each guest's experience

### Give More

Surprise & Delight

Find ways to give more in multiple ways of what guests expect and ask for.

### 3. Know your inputs



## 4. Remember your CX Pyramid

### The Customer Experience Pyramid



Forrester Research, adapted from Elizabeth B.N. Sanders, "Converging Perspectives: Product Development Research for the 1990s" Design Management Journal Vol. 3 No. 4 (1992)

## 5. Not everything has equal weight



# 6. You're either helping or you're keeping score





# 7. How many?



# 7 smart things

1. *Quality Assurance begins with Quality*
2. *A Service Delivery Vision helps*
3. *Know your Inputs*
4. *Remember your CX Pyramid*
5. *Not everything has equal weight*
6. *You're either helping or your keeping score*
7. *How many?*



# Thanks!

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- Founder of OmniTouch (2001)
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