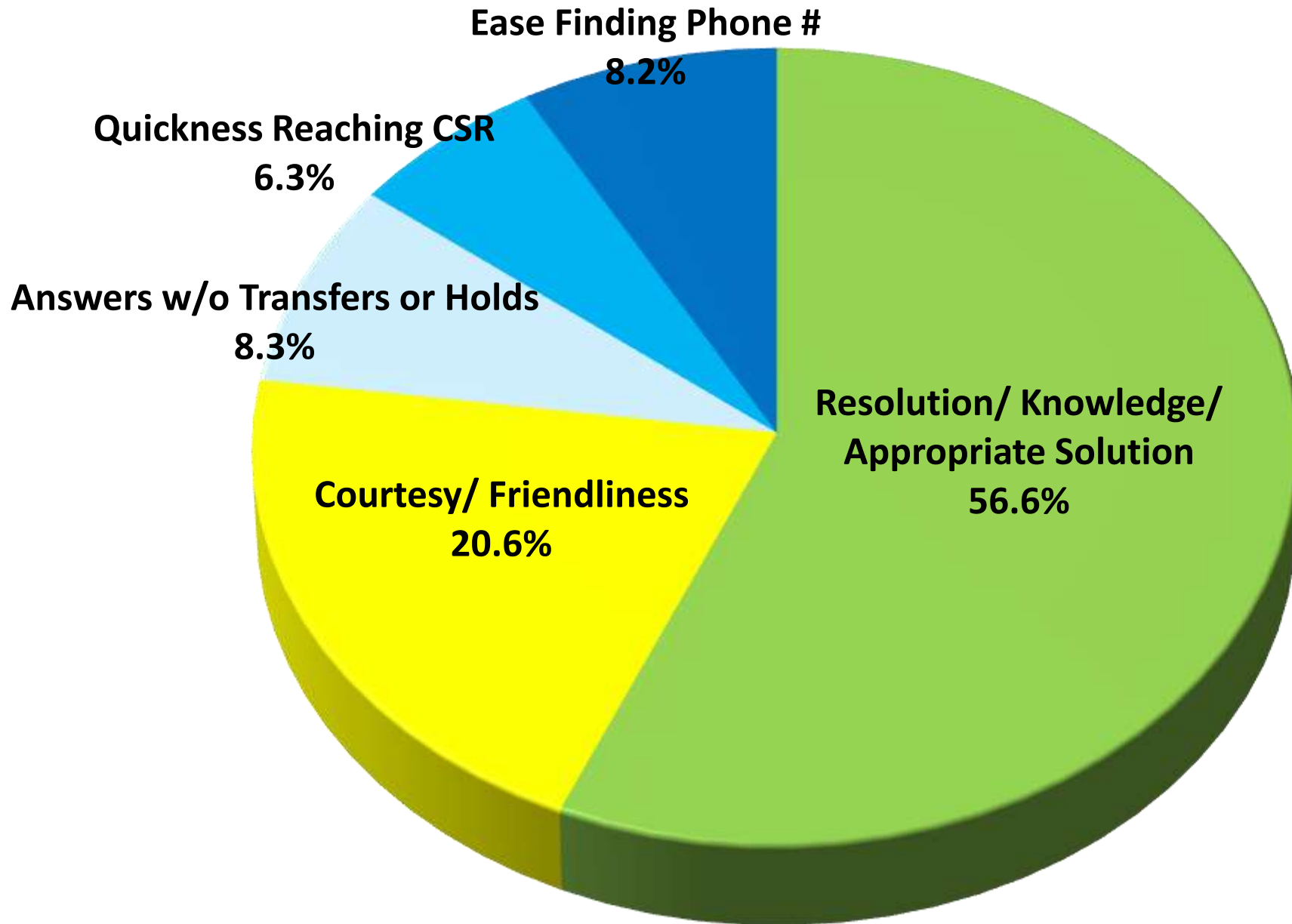


Ideas for Smarter QA

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- Start with a one-time team assessment
- Gather data to drive what you measure and how you weight it



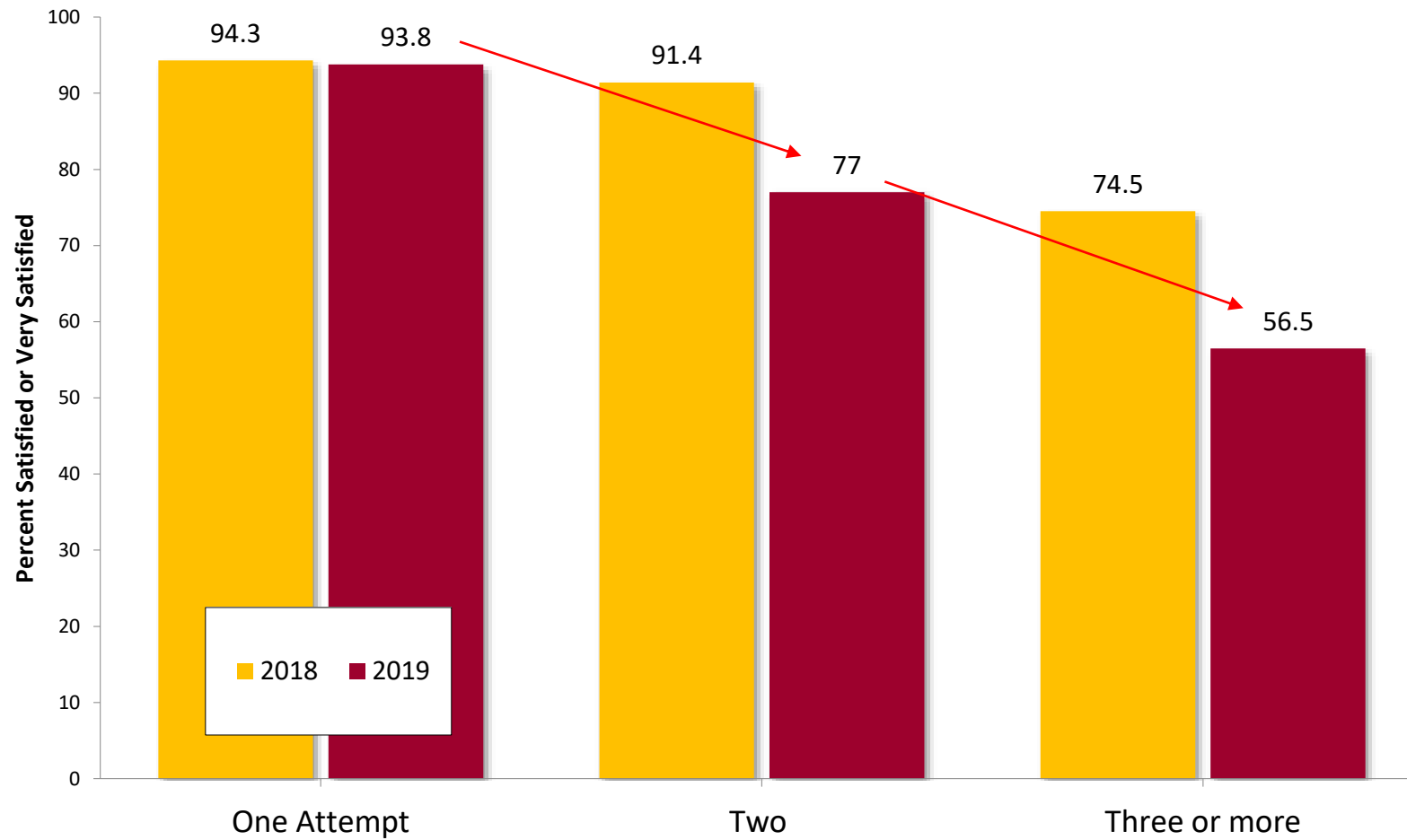
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- Start with a one-time team assessment
- Gather data to drive what you measure and how you weight it
- In depth assessment of situations driving customer *dissatisfaction*

Number of Contacts for Resolution and Impact on Overall Satisfaction 2018-2019



Ideas for Smarter QA

- Start with a one-time team assessment
- Gather data to drive what you measure and how you weight it
- Assess situations driving customer *dissatisfaction*
- Multi-channel assessments (email & chat)
- Assess customer experience outside CSRs interaction (queue, hold, IVR)
- Do an assessment of specific call types
 - Critical scenarios and how they are handled (try secret shopper model)
 - Unusually long calls and what drives them
 - Calls with multiple holds, transfers
- Assess customer interactions outside of Customer Support
- Between official QA assessments, “spot check” key behaviors
- Focus energy where it will make the most impact (newer, lower performers)

Thank You!



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