



WE, AS AN INDUSTRY,
MEASURE THE WRONG
METRICS!

RETHINKING QUALITY

RETHINKING THE DEFINITION OF
A WORLD CLASS CALL CENTER



CALL CENTER EGO: OUR CALL CENTER IS PERFECT!

We use WFO and have high occupancy, low turnover, and shrinkage is in line

ASA is under four minutes and we auto set ACW/wrap for eight seconds so we are hitting metric after metric!

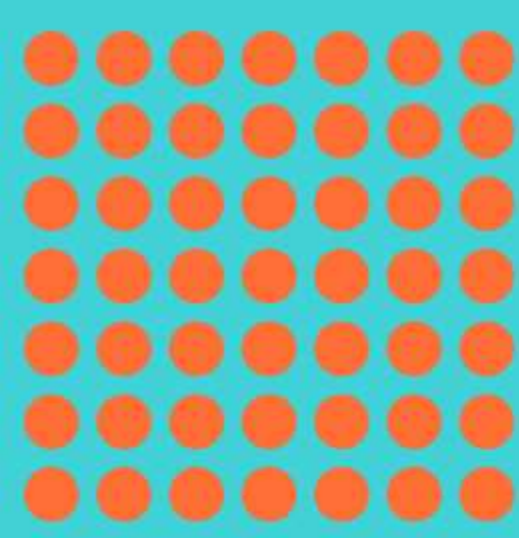
We have done a good job on our first Chatbot rollout and our IVR is doing a great job of servicing customers!

First Call Resolution is 95% with a goal of 85%!

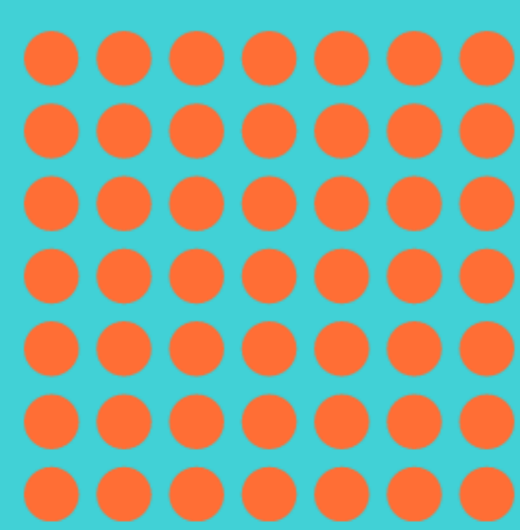
We are fully Omni-channel! We have an 80/20 SLA we are hitting every day

OHH AND BY THE WAY...

We listen and score 3 calls per rep/week and are above a 80/100

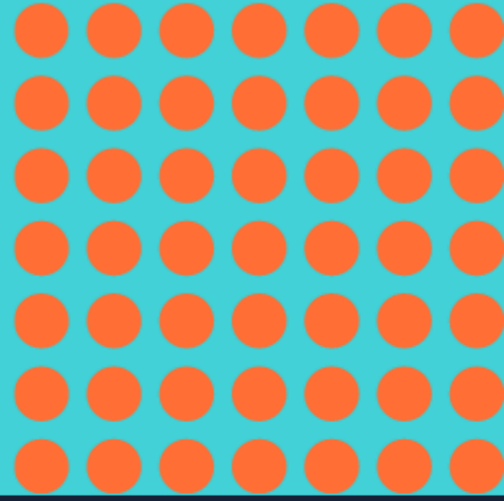


MOST CALL CENTER MANAGERS
BENCHMARK THEIR CENTERS ON AN
EFFICIENCY FIRST METHODOLOGY-
QA IS IMPORTANT, BUT SECONDARY
TO SLA, AHT, ASA...

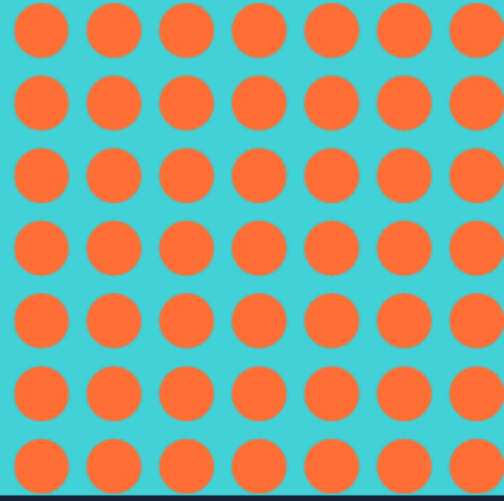


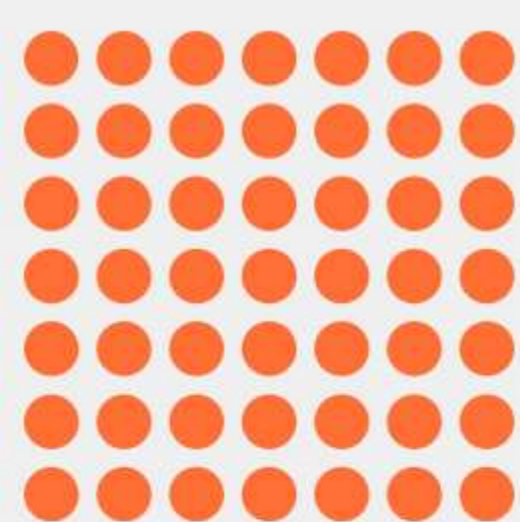
POLL QUESTION

TELEPHONY EFFICIENCY KPI'S TELL US
LITTLE ON THE CUSTOMER
EXPERIENCE AND ON THE QUALITY
THE ASSOCIATE GAVE THE CUSTOMER.



LET'S LOOK AT HOW QUALITY IS
DONE IN MOST CALL CENTERS TODAY

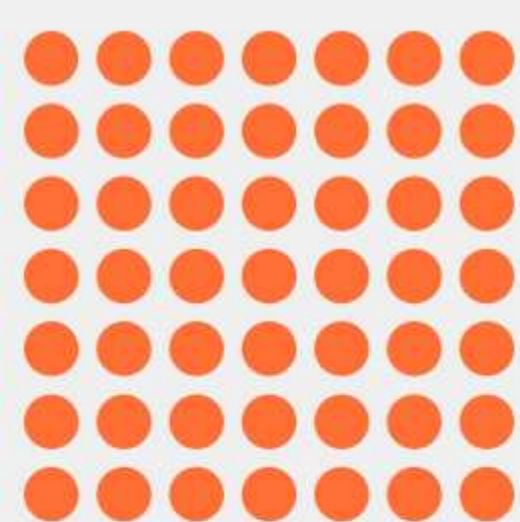




How many of you focus your QA on an imaginary "algorithm" of scoring a certain number of calls per rep/week?

AND/OR

Put time and money into after-call CSAT or NPS surveys?

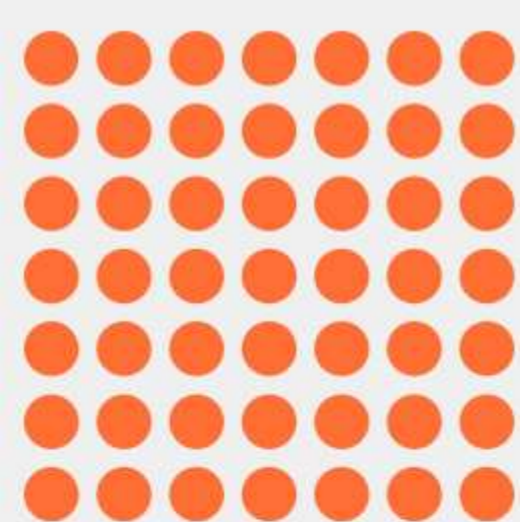


Old School "Algorithm" Method

You are listening to less than 1% of your customer interactions!!!

Also many of the calls listened to are not even able to be scored based on the type of call that came in.

You basically are "doing" QA using the needle in the haystack method, hoping to learn something valuable or "catch" a teaching opportunity.

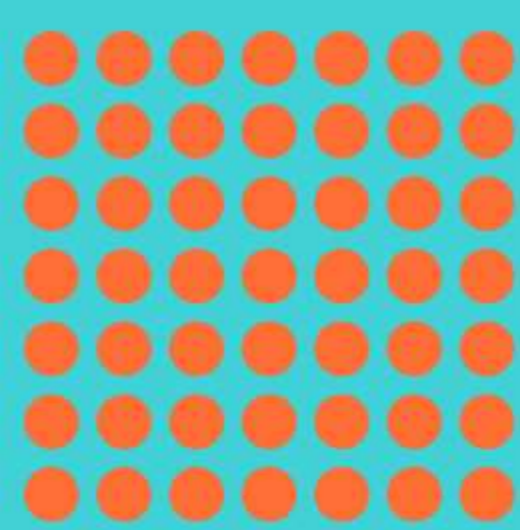


CSAT AND NPS

CSAT and NPS are/were a step in the right direction to start to listen to customers and the experience the agent gave but they have flaws.

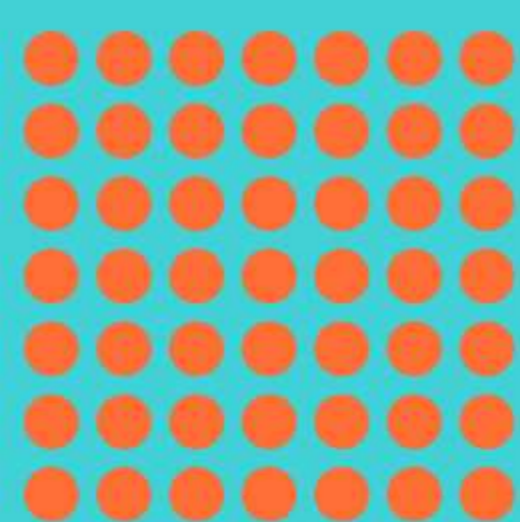
You normally only get customers really happy or really disappointed with the experience. This gives false narratives.

Also there is little feedback to actually fix issues.



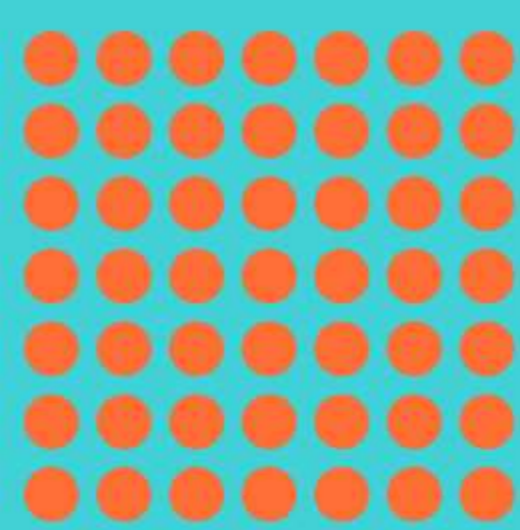
THEN WHAT SHOULD WE DO!!!





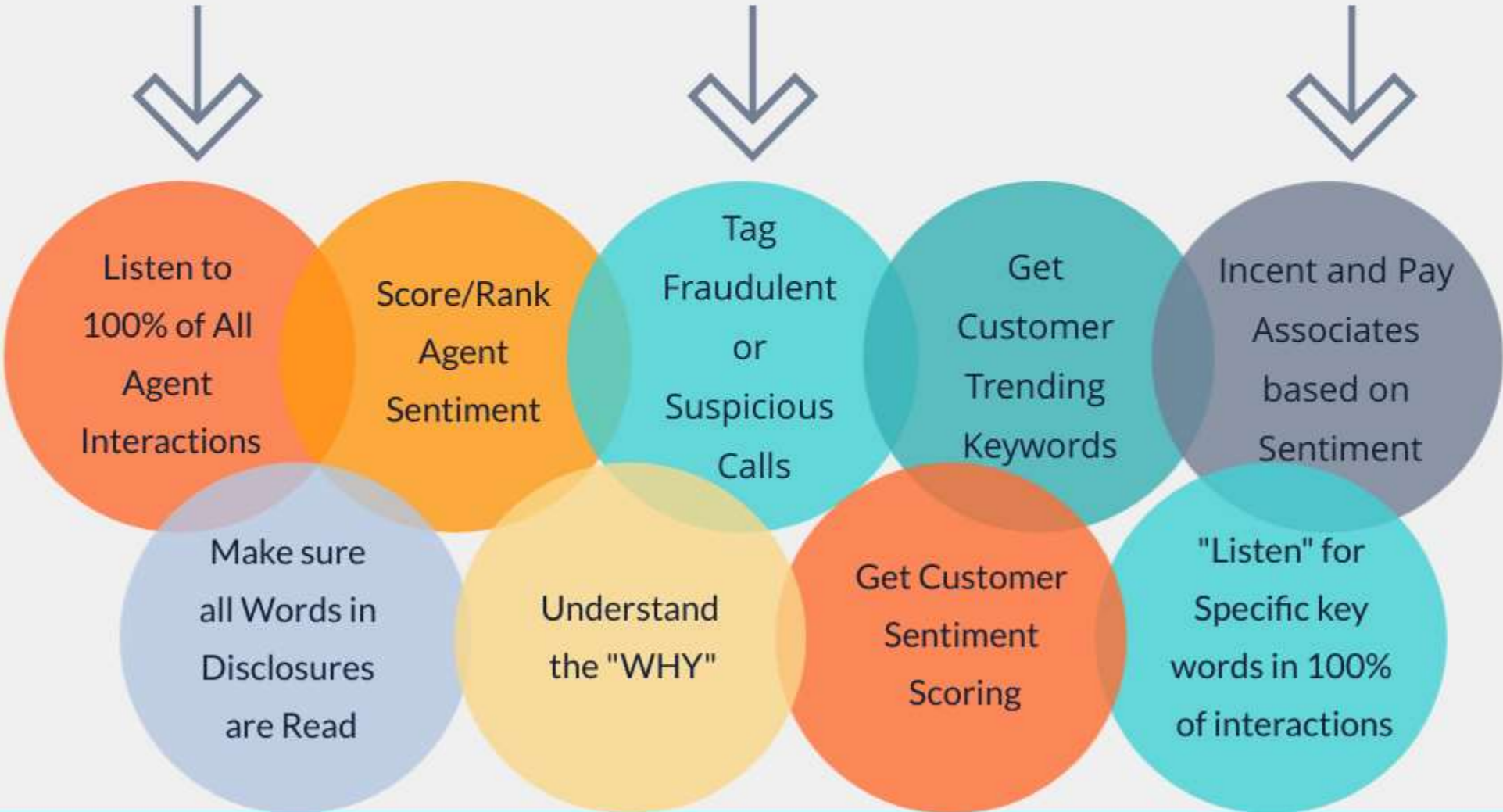
EVOLVE WITH THE TECHNOLOGY OF TODAY. RETHINK WHAT METRICS MATTER.

FOCUS LESS ON A REP SCORE "89%" AND MORE ON THAT AGENT'S SENTIMENT SCORING.



WHAT IS AGENT/CUSTOMER
SENTIMENT AND WHY IS IT
IMPORTANT?

RETHINK QA USING THE TECHNOLOGY OF TODAY- ANALYTICS





QA NOW GOES WAY BEYOND 3 CALLS PER REP/WEEK

QA Manager Changes

QA at Expivia has evolved to an analyst type position- We are not AGENT LISTENING specific, we are program and client centric.

- Pinpointed Listening From the Haystack
- Watch for Flagged Calls
- Spot Agent Training Needs
- Spot Trends in the Customer Journey

Associate Level Changes

Associates have bought in as they are getting incented off of customer and agent sentiment. We have sentiment leader boards up in our center and that has become an amazing culture shift.



THANK YOU!!

Podcast:

Advice from a Call Center Geek (iTunes, Spotify, iHeart....)

<https://expiviausa.com/call-center-geek-podcast/>

Text Me:

Text 814.247.0366 to join our call center ops texting community

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