CLARABRIDGE

Introducing QM by Clarabridge

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Why does QA matter?

- Ensure Brand Image
- Increase Customer Satisfaction
- Fulfill Customer Expectations
- Reduce Regulatory Risk
- Build Customer Trust
- Save Cost on Mistakes

Common Woes

SAMPLED

MANUAL

SLOW

OPAQUE

Quality Management

Quality Assurance

Process Improvement

QUALITY MANAGEMENT

Problem Checklist

Costly, subjective and incomplete evaluations increase compliance risk and yield an incomplete view of agent performance

SUBJECTIVE QA EVALUATIONS

Spending time hunting for coachable moments takes away from time spent coaching

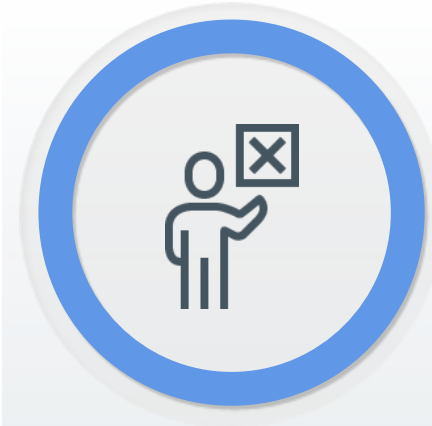
TOO MUCH TIME SPENT HUNTING

Manual and or sampled evaluations make it impossible to see full trends; immature analytics handicaps insights

NO VISIBILITY INTO TRENDS

QA behaviors or criteria based on anecdotes or assumptions may drive undesired business outcomes

MISALIGNMENT TO BIZ OUTCOMES



Opaque QA criteria and or no access to past performance limits agents ability to proactively improve

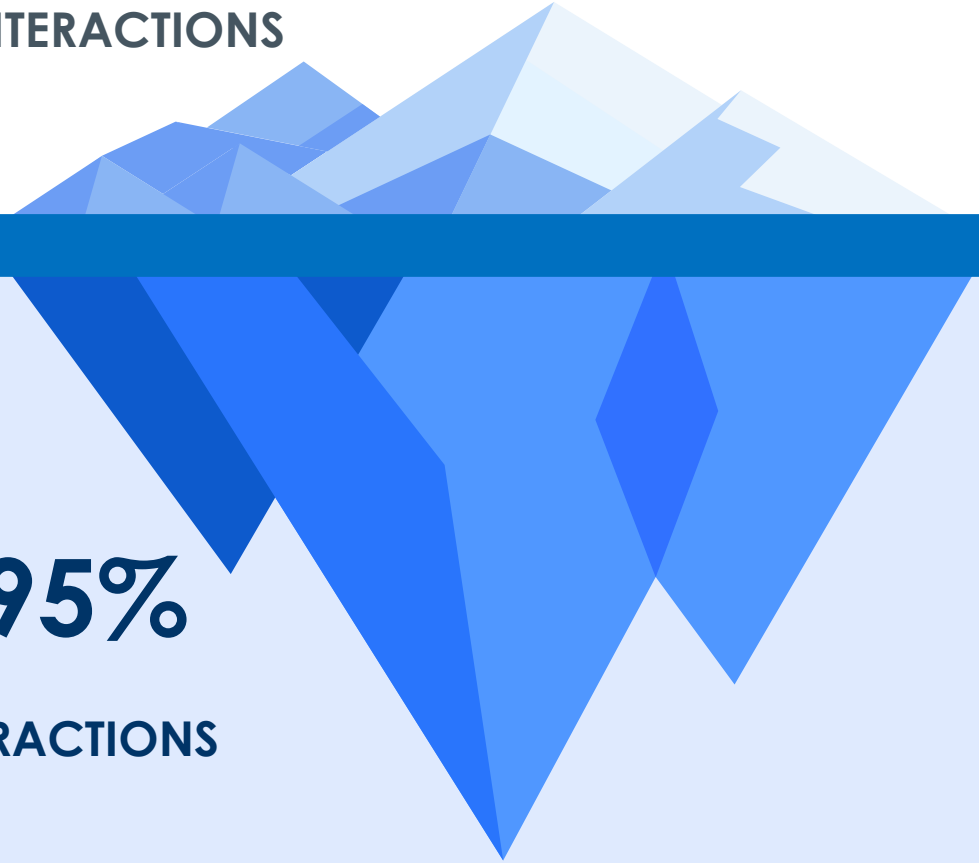
LACK OF AGENT EMPOWERMENT

UNDERSTANDING QA

Beneath the Surface

< 5%

OF INTERACTIONS



> 95%

OF INTERACTIONS

Current State

- Rigid Reports
- Manual Scoring
- Biased Scorecards
- Blind to Trends
- Sampled Interactions

Future State

- Easy Call Searching
- Quick Filtering
- Automated Scoring
- Unbiased Scorecards
- Automated Alerting
- Automated Coaching Queue
- 100% of Interactions
- Historical Benchmarking

CB OFFERING

QM Innovations

Understand human conversations without any coding or development via our **award-winning NLP**

INTELLIGENT ENRICHMENT

Don't miss a single conversation from any channel via our **out of the box connectors**

100% COVERAGE OF ALL SOURCES

Orient criteria to results via our intelligent **rubric recommendations**; update all data when criteria change

UNBIASED RUBRICS

Correct automated evaluations on the fly via **rebuttals and statuses**; monitor behaviors for calibration

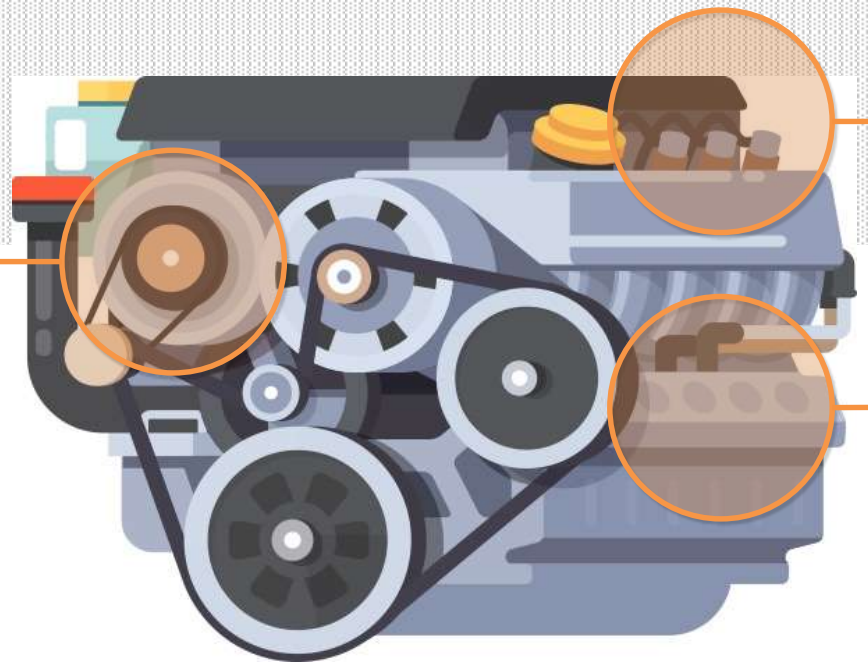
UNIFIED WORKFLOWS

Analyze trends and patterns; deliver self-serve role-based analytics via **custom dashboards**

DATA DRIVEN ANALYTICS

QUALITY MANAGEMENT

Intelligent Scoring: Enabling QM



Something for Everyone

Agent

Transparent scoring criteria

Supervisor

Macro level view across teams

Quality Auditor

Curated queue of coachable moments

Analyst

Immediate awareness of new issues

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