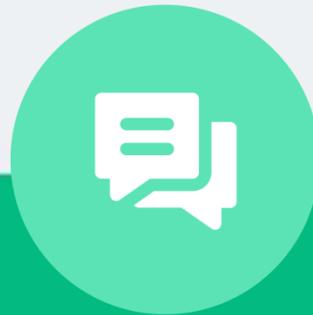




Transforming CX and the Power of QM

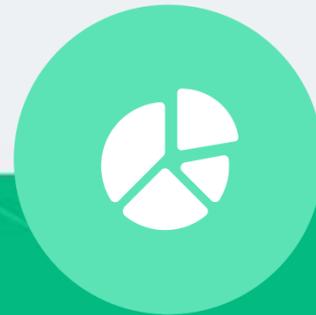
CX is transforming with Digital is moving fast. Don't let your Quality processes get left behind.

What We'll Cover



Where We Are

Digital expansion is here, and customer behaviors are changing



QM Matters

Quality is relevant for all channels



KPIs

Quality has a strong impact on your business KPIs



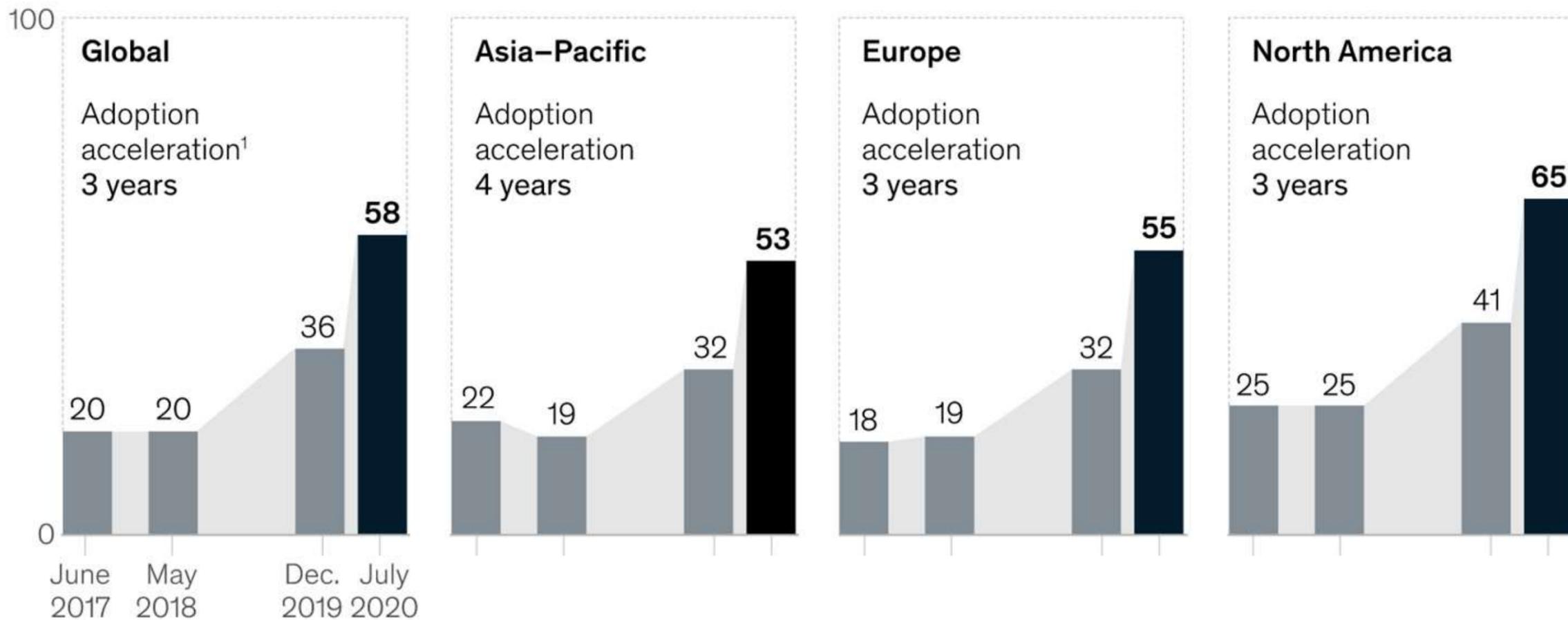
Scorecard

Don't let your scorecard get stale as the market changes

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Average share of customer interactions that are digital, %

■ Precrisis ■ COVID-19 crisis



¹Years ahead of the average rate of adoption from 2017 to 2019.

QM Matters in Every Channel

STEP 01.
Business
Effectiveness



STEP 02.
Customer
Satisfaction



STEP 04.
Privacy,
Regulation &
Risk



STEP 03.
Employee
Development



Quality

01.

Revenue + Sales

Did the agent assess the need, respond to buying signals, and manage objections?

02.

CSAT

Make it easy! Make it right! Did the agent show respect, empathy and sincerity?

03.

FCR + Avg RT

Identify the reason for contact and the root cause. Did the agent manage the conversation effectively?

04.

Abandon Rate

Did the agent appear focused on the customer? Displaying patience and avoiding repetition?

**Impact
KPIs with
Quality**

Revamp your Scorecard

**Your scorecard should represent
desired outcomes.**

Actual metrics to add:

- First reply time
- In-conversation reply time
- Simultaneous conversation handling
- Patience with customer typing delays
- Use of macros / templates
- Use of tags
- Appropriate escalations / ticketing actions
- Referenced notes and ticket status / past work
- Proper spelling and grammar
- Appropriate language
- Relevant apology statements
- Personalized communication
- Conveying focus, presence, and priority

Digital QM Handbook

Five Checkpoints for Your Digital Process





Keep CX the North Star

Customer experience should be top of mind when implementing any new channel. Adding a new channel is only a 'win' if the experience is optimal.



How can the data impact the customer?

Are you enhancing the customer experience with the data you get from this metric?



What actions can we take?

How does the data get back into the business to make process? Change management is key.

Playvox WEM Solutions

Workforce Engagement Management

Workforce Management

Intelligently forecast, schedule, and monitor your workforce without the need of specialized resources or data analysts



Performance

Track agent performance and measure the impact of your QA process



Customer AI NEW

Uncover sentiment, intent and interaction topics with advanced text-based analysis and direct customer surveys



Learning

Easily create and provide your customer service teams with courses, learning paths and quizzes to ensure continual skill development



Quality

Easily identify and prioritize areas for skill development in your customer service teams



Coaching

Solve and improve issues in quality, behavior, compliance, soft skills, customer experience, among many others



Motivation

Recognize and reward your agents with points that they can exchange for gifts, based on their Quality, Coaching, Learning and overall Playvox results



Thanks!