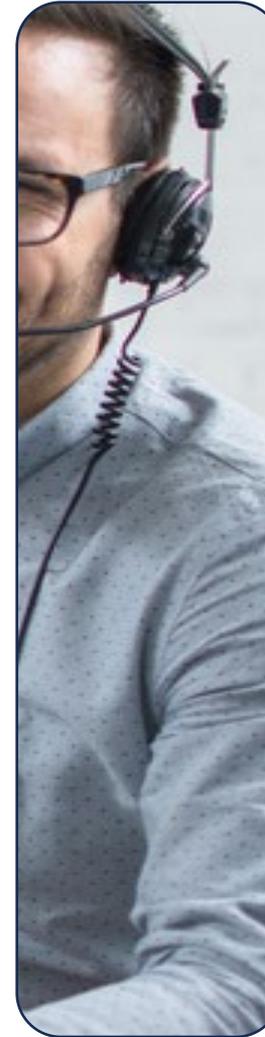


## Best Practices in Performance & Quality Management

12<sup>th</sup> February 2026

Presented by:  
**Dara Kiernan**



# Quality Scorecards Are Like Bedsheets



- Everybody agrees they should be changed
- Most people do it...eventually
- Some leave it far too long



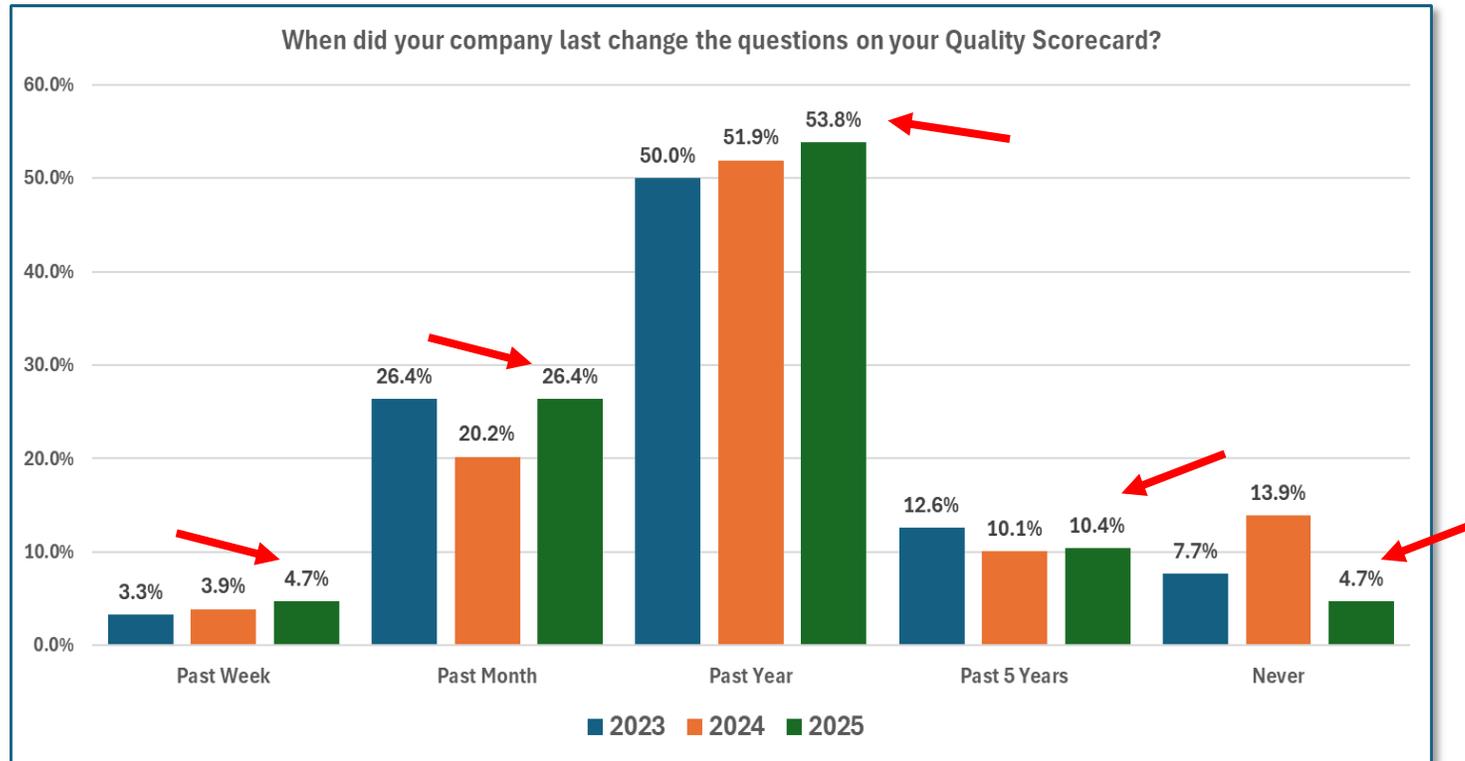
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# Good Intentions. Slow Cadence.



- **53.8%** updated their scorecard in the last year
- **26.4%** updated in the last month
- **4.7%** updated in the last week
- **15.1%** haven't updated in 5 years – or ever



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# Welcome to the 'Swipe World' ...we all live in!



- And here come our customers
- The reality....patience is measured in seconds.
- They swipe...
- They're gone!!



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# What Quality Never Sees



- No complaints
- No escalation
- No second chances



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# QA Isn't Broken – It's Just Too Late



- Built for a slower world
- Explains what happened
- Misses the moment



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# From Reactive → Proactive → Pre-Emptive



- Reactive: “What went wrong?”
- Proactive: “What might go wrong?”
- Pre-emptive: “Let’s stop it happening.”



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# Why Leaders Struggle to Change Scorecards



- Constant firefighting
- Insights stuck on the ground
- Changing metrics feels risky
- If it's not *'really'* broken, let's not fix it



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# The Gym Membership Effect



- Buy the membership
- Feel better instantly
- Don't change behaviour



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# Quality Only Works in the Moment



- While the conversation is happening
- When emotion is still present
- Before habits are locked in



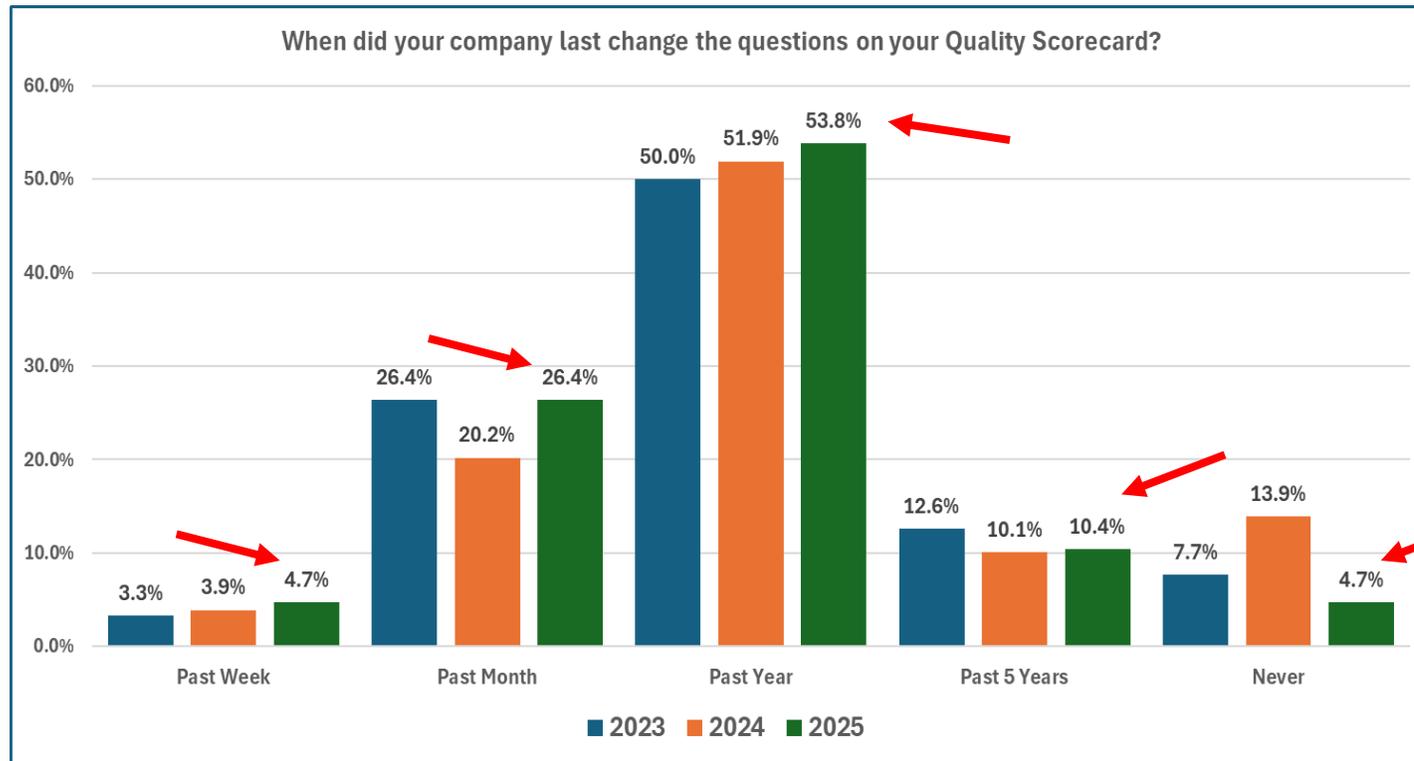
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# Most Contact Centres Are in the Same Place



- Quality is taken seriously
- Change is happening – just slowly
- Time and focus are the real constraints



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# What High Performers Do Differently



- They listen – without ego
- They make small, consistent changes
- They experience the service like a customer



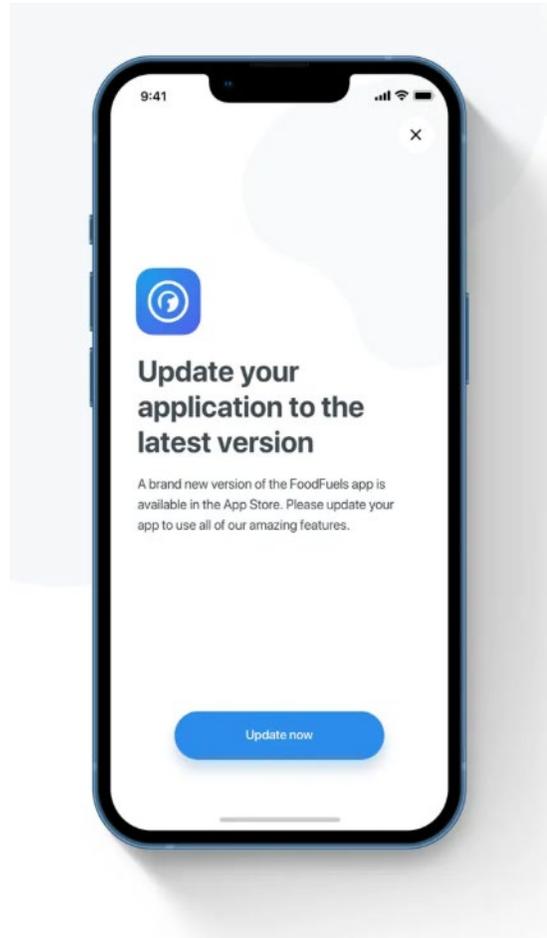
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# Treat Quality Like an App – Not a Rulebook



**New version  
is available  
notification.**

- Small updates
- Regular tweaks
- Always user-tested



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# Fresh Sheets Don't Guarantee Loyalty...

...but they massively reduce the chance customers will want to leave.



- Care is felt
- Confidence shows
- Experience improves



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# Quality That Moves at Customer Speed



- Measure what matters **now**
- Support people **in the moment**
- Design for humans...not reports



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