

Use Next-Gen Quality Monitoring Tools to Overcome Current Contact Center Challenges



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Current Contact Center Challenges

- Word Of Mouth / Social Damage Created By Poor Customer Experiences
- How Can Our Contact Center Improve Agent Performance?
- How Can Our Contact Center Reduce Agent Churn?
- How Can We Optimize Agent Productivity?
- How Can We Easily & Cost Effectively Deploy QM to Remote Employees?
- How Can We Identify Emerging Trends More Quickly?
- How Can We Find Critical Calls Faster?
- How Secure Is Our Sensitive Customer Data?

Challenge: Word Of Mouth / Social Damage Created By Poor Customer Experiences

- This will be a purely positive program. I promise!
 - But first, to scare the heck out of you, here are some analyst findings.

ANALYST VIEW:

From Harris Interactive on the results of a bad customer experience –

86% of consumers quit doing business with a company because of a bad customer experience, up from 59% 4 years ago. What is worse is the effect social media has: much greater than a tenfold word-of-mouth effect, positively or negatively, post-customer experience.

Aberdeen Group on the trend towards multichannel analytics --

57% measure support center success across email, chat, web, and voice...make sure your tools will be able to do this as well.

Solution: Traditional & Next-Gen Quality Monitoring (QM) Tools Will Improve Customer Experience

- Both traditional and next-gen call monitoring systems improve agent performance:
 - Call and Screen Recording
 - Evaluation and Scoring
 - E-Learning
 - Speech Analytics
 - Surveying & More
- Improving agent performance will positively influence customer experience
- Improve the customer experience and lessen the potential for social disaster.

Challenge: How Can Our Contact Center Improve Agent Performance?

- Recording calls and screen activity can be leveraged for training
- Traditional QM has shown proven results from scoring calls and providing targeted training efforts to improve performance
- Improving agent performance positively influences customer experience

Solution: Next-Gen QM Focuses On Improving Agent Performance

- Next-Gen QM suites provide a wide range of features which focus on agent training
- Improved Agent Performance Yields Improved Customer Experience

QM USER VIEW:

“We track member satisfaction via mailed surveys to members. We measure the number of unsatisfied members and satisfied members to the total number of surveys returned and get a percentage. Back in 2006 our Member Satisfaction rating was 95.95%. Our selling point to the executives when we were pitching for your product was that with call monitoring we can improve member satisfaction by holding people accountable and coaching. Every year we have increased our member satisfaction ending 2010 with an average of 98.16%.”

– Christine Bates, CentralOne

Challenge: How Can Our Contact Center Reduce Agent Churn?

- Contact Centers face increasing training cycle times, costs and agent turnover
- Tools are needed which engage and satisfy the agent, as well as the customer

ANALYST VIEW:

According to a recent Frost & Sullivan study:

“For a call center organization with 200 agents, the Total Cost of agent turnover is over \$1.2 million annually.”

Solution: Next-Gen QM

Empowers the Agent to Self-Improve

- Next-gen QM systems provide agents with a portal to manage E-learning efforts
 - Agents can manage their training assignments
 - Agents can playback their own calls and screens
 - Agents can view their performance statistics relative to their peers
 - Agents can see how their performance is contributing to overall team and department scoring
- Playing back recorded interactions will enlighten agents

QM USER VIEW:

“Our quality monitoring system also helps us in our training sessions, as we can play back calls so employees can hear themselves on the phone.”

- Christina Shortall, Customer Service Director

Challenge: How Can We Optimize Agent Productivity?

- Contact centers are challenged to optimize agent workday
- Agent workdays can be distracted by downtime, web browsing, social games, chit chat
- Traditional screen capture methodologies provide limited flexibility

Solution: Next-Gen QM Uses Rules-Based Screen Capture To Optimize How Agents Work

- Next-Gen QM can record screens based on many different business rules
- Next-Gen screen capture methodologies can capture chat sessions, email support, social media mentions, and enable them to be scored as an external event

Challenge: How Can We Easily & Cost Effectively Deploy QM to Remote Employees?

- Remote workforces are becoming more and more common
- Cost of IT Resources need to be minimized

ANALYST VIEW:

From ContinuityCentral.com:

Some 71% of respondents say the percentage of remote workers is increasing at their companies.

86% say their IT departments are feeling increased pressure to support mobile and remote workers.

Solution: Next-Gen QM Offers a Web-Based UI

- Next-Gen QM offers all of the capabilities of its' client-server ancestors in a web-based interface
- Supervisors are able to play back calls, score calls and use the solution from a standard web browser
- No client software is needed, a big resource savings on the IT side
- Next-Gen QM systems offer a predictable interface inside of a familiar web browser, reducing training costs

Challenge: How Can We Identify Emerging Trends More Quickly?

- Most reporting platforms tend to rely on:
 - Specific time periods
 - Ad-hoc queries
 - Static views

Solution: Next-Gen QM Offers Real-Time Dashboard Analytics

- Many Next-Gen systems offer users the ability to customize their own real-time Dashboards.
- Dashboards contain dynamic data which can be drilled down across multiple levels, presenting trending as it happens.
- Having access to real-time reporting yields timely, actionable insights

Challenge: How Can We Find Critical Calls Faster?

- Things happen fast in the information age. The ability to find critical calls needs to be just as fast
- Search should be easy to use as well as fast
- The faster you can find critical calls, the faster you can respond and avoid disaster

Solution: Next-Gen QM Provides Integrated Speech Analytics

- Speech Analytics can actually do the listening for you
- Supervisors can find your most important calls...quickly
- Metrics are delivered in real time, identifying emerging trends as they happen
- Mature QM systems will integrate this within their own UI

Challenge: How Secure Is Our Sensitive Customer Data?

- Your QM systems should have granular levels of security
 - You should not even need to ask twice about it.
- PCI Compliance is a huge concern for call centers

REAL WORLD VIEW:

From newswires back in January 17, 2007 – TJX Companies Inc. publicly disclosed that they had experienced an unauthorized intrusion into the electronic credit/debit card processing system. In what is considered the most glamorous security breaches to date, as much as 45,700,000 credit/debit card account numbers and over 455,000 merchandise return records (containing customer names and drivers license numbers) were stolen from the IT systems.

Solution: Next-Gen QM Tools Are Bulletproof

- Payment Card Industry (PCI) standards are ever-evolving, but next-gen QM companies should be staying a step ahead.
- Next-Gen QM tools are encrypted to 256-bit standards as a default
- Next-Gen QM Tools have the ability to remove sensitive information, such as credit card numbers or social security numbers, from recorded audio or screens.

Next-Gen QM Summary

- Defends proactively against negative social word of mouth
- Delivers an agent portal which improves performance and reduces agent churn
- Greatly improves customer experience
- Uses business rules to define which events can be captured and scored
- Provides a web UI for ease of use and deployment
- Offers integrated speech analytics
- Presents real-time dashboard analytics
- Provides a bulletproof, secure environment