Leaptree

The Call Center Quality Assurance Maturity Model

CX QUALITY

THE CALL CENTER QUALITY ASSURANCE MATURITY MODEL

Our six step guide to help you assess the current effectiveness of your Call Center QA program so you know what steps to take next in order to improve your company's performance.

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IT TAKES MONTHS TO FIND A CUSTOMER... SECONDS TO LOSE ONE.

– VINCE LOMBARDI

1. Unstructured Assessment

- Manual data sampling
-Prone to error/bias
-Inconsitent feedback/ reporting

2. Structured Assessment

- Automated data sampling engine
-Real-time feedback
-Real-time metrics

3. Pro-Active Development

- Coaching tasks with SLAs
-Dispute processes
-Trend analysis – custom training

4. Motivational Gamification

- Peer ranking
-Engagement trendlines
-Performance awards

5. Assessment Calibration

- QA Evaluator assessment
-QA Evaluator alignment
-QA standards refinement

6. Assisted AI

- Sentiment analysis
- Predictive analytics
- Real-time intelligence

1.

2.

UNSTRUCTURED ASSESSMENT

STRUCTURED ASSESSMENT

The first phase, *Unstructured Assessment*, covers our typical first engagement with someone who is becoming overburdened with the QA process within their organization. As a result, they often see inconsistent results, typically due to running the call center quality assurance process through time-consuming, ineffective, manual spreadsheets. More agents join the company, different types of assessments are required for different customer interactions, more evaluators are needed, and even simple tasks like issuing cases to be assessed become laborious. Errors increase and sometimes unconscious bias begins to rear its head which results in mixed or inconsistent results and things becoming increasingly more difficult to track and trace.

The second phase, *Structured Assessment*, is the initial adoption of a specialized Call Center QA software product to address the challenges outlined in phase I: customer interaction assessments are all scheduled/automatically generated on a daily/weekly/monthly basis, the data sampling engine segments the assessments and spreads them across assessors in a round-robin system, removing any possible bias. New agents, new evaluators, and new assessments are easily added to the system. A dashboard is provided to track and trace all assessments/agents/evaluators. A document QA process can is put in place where important documents are reviewed and approved before being sent externally.

3.

PRO-ACTIVE DEVELOPMENT

The third phase, *Pro-Active Development*, is where we start to pro-actively improve agent performance. We need to separate coaching from disputes for this to be effective. Scorecard results can be challenged by Agents through the dispute process. Separately, Evaluators may want to include coaching tasks along with a completed assessment to ensure they are improving in the right areas. At a management level, we can look across the teams and see if there is a cohort of employees who are struggling with a specific area that may require dedicated training. The supervisor may only identify one person in their team, but by running trend analysis through the software, the manager/director can see the bigger picture and improve all teams holistically.
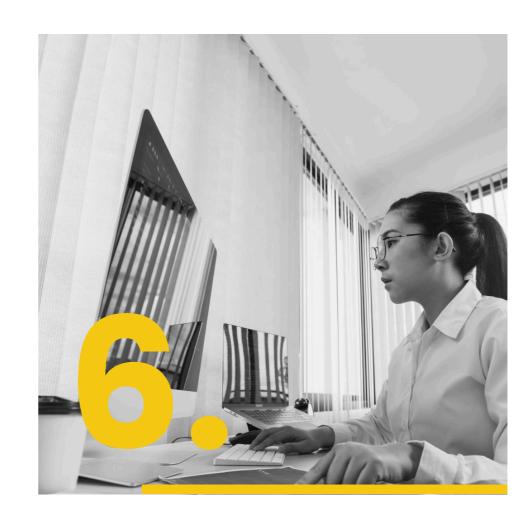
4.

MOTIVATIONAL GAMIFICATION

The fourth phase, *Motivational Gamification*, is where we bring agent improvement into self-determination mode. Through enabling peer ranking and award systems in the software, agents can see how they are performing on their customer interactions compared to their peers. They are now competing, in a fun way, against their peers for quarterly awards. These awards may have some simple rewards within them, but either way will always have value to keep agents motivated, and happy at work. As a result, customer experiences improve and revenue grows.

5.

ASSESSMENT CALIBRATION

The fifth phase, *Assessment Calibration*, is all about ensuring quality at the QA Evaluator level. For example, you may have an auto-fail score of 75% for a customer support phone call assessment. Or you only pay the quarterly bonus out to complaint handlers who achieve an average score for the quarter of 70% on their interactions. How do we ensure these standards are set correctly? This is where assessment calibration comes in – ensuring that standards are being reviewed/assessed on an agreed pre-determined schedule. Maybe you wish to run reviews on previous QA assessments themselves to re-enforce quality? All these approaches help to ensure the overall standards are aligned.

6.

ASSISTED AI

The sixth phase, *Assisted AI*, leans on artificial intelligence as a way to boost quality in the call center. Sentiment analysis (or opinion mining) helps to identify emotion using artificial intelligence so you can guage how your customers feel about your products and standard of service. AI can analyze infinite amounts of communication so you can spot negative emotions and work to address issues in real time. This means you can better predict churn, retain present customers, and attract new ones. Added to this, AI can work to scan calls, enabling you to get a better view of agent performance and customer experience – in significantly less time.

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