

QUALITY ASSESSMENT: EMPOWERING THE CONTACT CENTER MANAGER AND THE C-SUITE

Take your customer experience to the next level with a quality assessment framework.

Presented by: Derek Corcoran (Founder & CEO) Scorebuddy & Shelia McGee-Smith (President) McGee-Smith Analytics, LLC.

Moderated by Ellen M. Steinlauf (Managing Partner) Piermont Advisors

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Scorebuddy At A Glance

Scoring **80,000+** agents across
60 countries each month



Scorebuddy is a Contact Center Quality Assessment Solution

↑ Customer Experience	High Return on Investment	Immediate Payback (ROI)
Significant Improvement	4 to 8x	Less than 1 month



During this webinar you will learn:

- Why **customer journey** success is dependent on the investment made in preparing and supporting agents
- How to **evolve your Quality Assessment Framework** to create exceptional Customer Experience
- How companies like Voxpro have revolutionized their **approach to QA delivering dramatic business outcomes**
- How to use **Scorebuddy to connect the dots** and improve NPS scores



Our Presenters



Derek Corcoran

Founder & CEO, Scorebuddy

Derek has over 30 years' experience working in the contact center sector providing operational consultancy, technical solutions and recently designing Contact center applications and tools. Launched in 2013 Scorebuddy is used across many sectors and company sizes to focus attention on the quality of customer interactions. That breadth of insight informs how Scorebuddy is evolving to address changing business needs. Derek provides thought leadership based on real world observations and a deep understanding of the contact center ecosystem.



Sheila McGee-Smith

President & Principal Analyst, McGee-Smith Analytics, LLC

A leading communications industry analyst and strategic consultant with a proven track record in new product development, competitive assessment, market research, and sales strategies for communications solutions and services. Her insight helps enterprises and solution providers develop strategies to meet the escalating demands of today's consumer and business customers.



Our Moderator



Ellen M. Steinlauf

Managing Partner, Piermont Advisors, LLC

Ellen works with Scorebuddy on Strategy, Digital Marketing and Content Marketing execution.

Ms. Steinlauf has held executive level positions in several major global and world class firms:

Director - **Morgan Stanley** where she managed technology and operational projects with global teams;

VP - **Goldman Sachs**, London where she ran technology throughout Europe for the firm;

MD - **Bankers Trust** where she was one of three executives who managed the Retirement Services business.

As an Associate Partner with the NY Financial Services practice of **Accenture**, Ellen formed and grew the Northeastern Region Investment Management practice.



The Smartphone Changes Everything

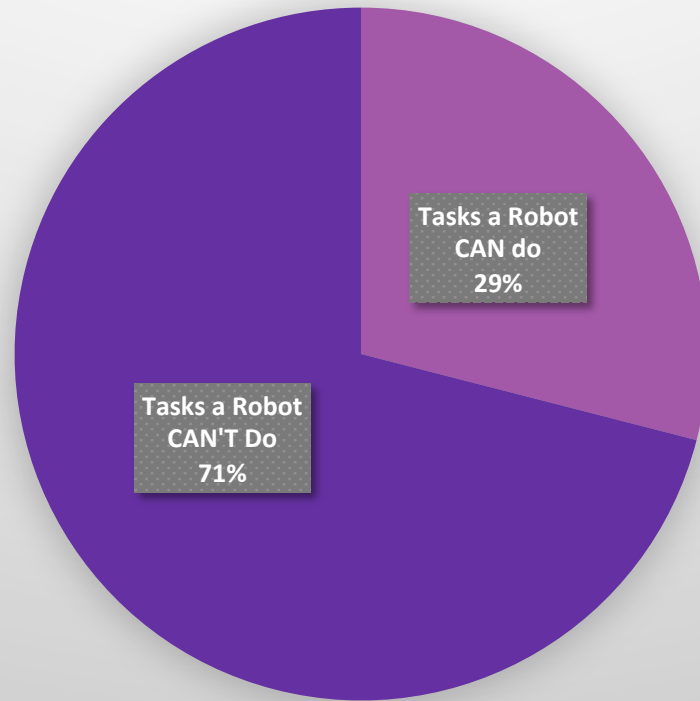


Customer Journeys Start on the Web or Mobile App



Will a Robot Take My Job?

Customer Service Representative



Tasks a Robot CAN Do

- Collect deposits, payments or fees
- Distribute materials to employees or customers
- Provide notifications to customers or patrons
- Review customer insurance information

Tasks a Robot CAN'T Do

- Respond to customer problems or complaints
- Explain regulations, policies, or procedures
- Interview employees, customers or others to collect information
- Execute sales or other financial transactions
- Recommend packing or shipping methods

Source: [McKinsey & Company](#)

Safer than 61.7% of jobs!

Super Agents



Planning The Agent Journey

Think of the agents you hire today as the agents and supervisors of 2020

- What skills and training will they need?
- What tools should you be building now to support increasingly complex calls?

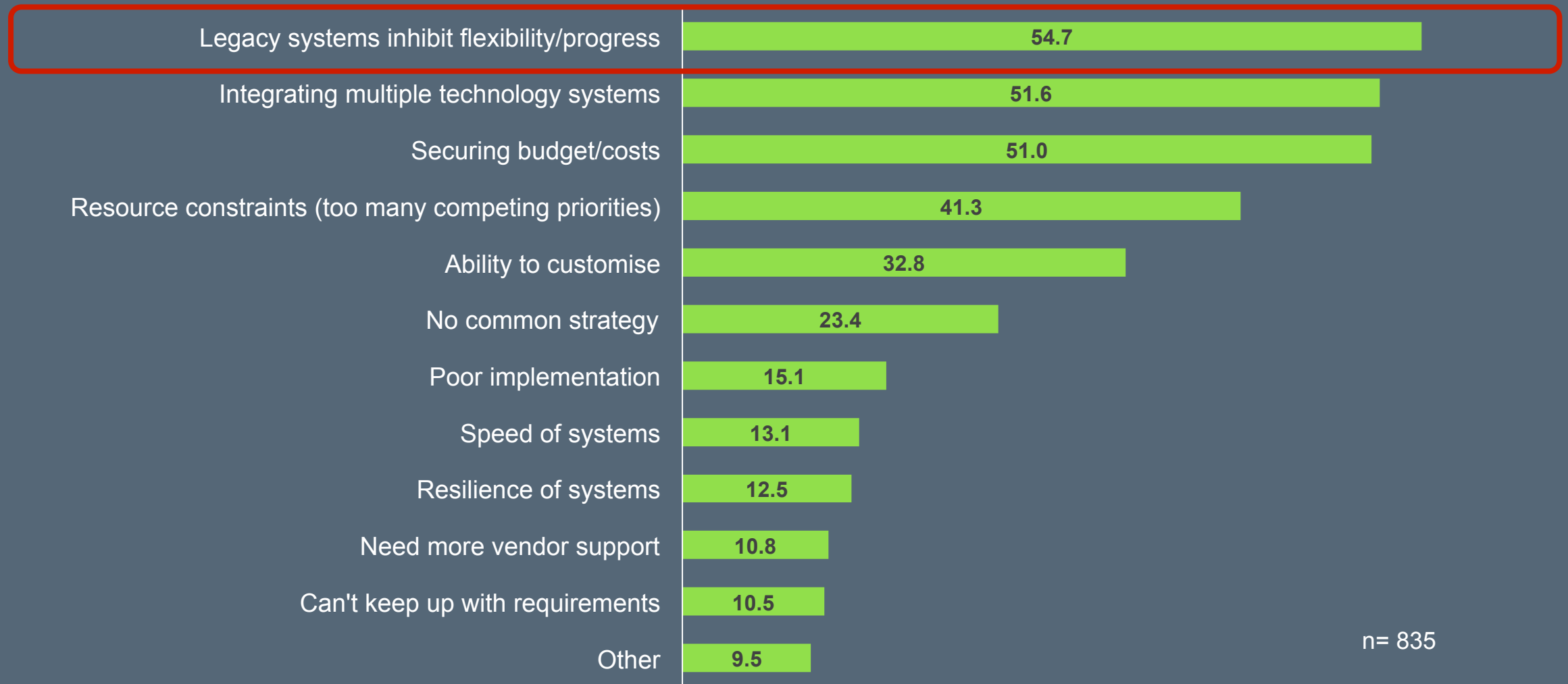


The Uberization of the Contact Center Workforce?

- Will freelance agents soon become the norm?
 - The more skilled they are, the more you want to keep them on your payroll because that's your knowledge, that's your expertise
- But you can still offer attributes of the “Uber economy”
 - Ability to work remotely



What are the main challenges affecting your CX technology systems?



HOW DOES QA FIT INTO THE TYPICAL CONTACT CENTER?



CONTACT CENTER QUALITY ASSESSMENT VALUE CHAIN

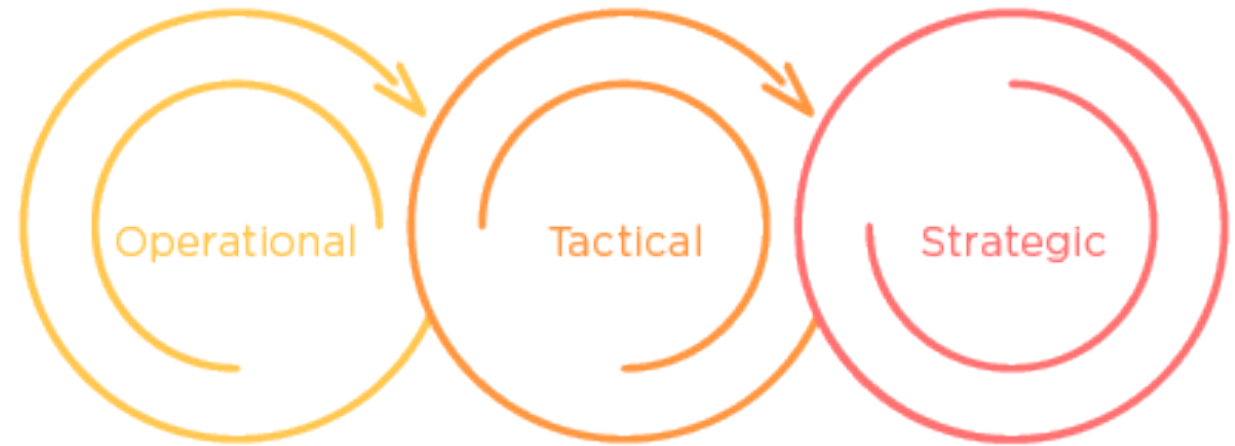
IMPROVING CUSTOMER EXPERIENCE & ENGAGEMENT

AGENT ASSESSMENT, ALIGNMENT AND DEVELOPMENT



The Contact Center QA Framework

- Each call center, at one time or another, fits into, transitions through, or overlaps across three frameworks
- Used to identify goals and pinpoint key performance indicators (KPIs)
- Knowing which stage or stages your business is working through will help inform smart, strategic decision-making for growth.



OPERATIONAL LEVEL QA

Framework

- The nuts and bolts of the evaluation process and workflows
- Based upon short term decisions and actions involving the day-to-day operational issues

Goals

- Maintain consistent service delivery
- Identify poor performers
- Measure adherence to process and procedure
- Track agent development



TACTICAL LEVEL QA

Framework

- Address the business' medium term goals
- Tailored by channel, business or back office
- Tend to be changeable
- Impact: Improved client retention, reduced staff churn, etc.

Goals

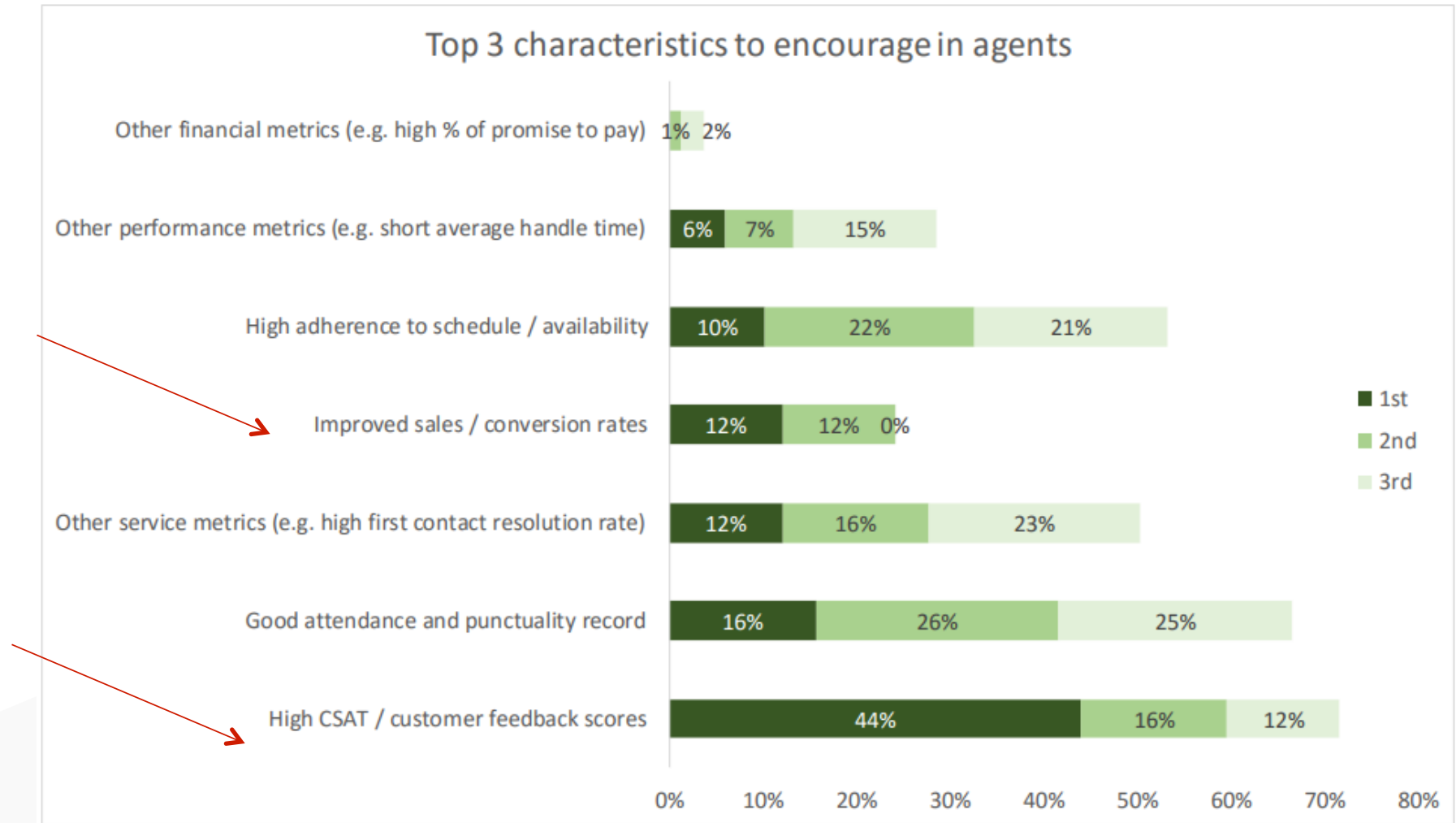
- Improved client retention
- Reduced staff churn
- Identify knowledge gaps
- Identify root causes of poor service
- Reporting on trends
- Align tightly with business goals



CSAT Improvement through agent performance management

Using QA as a vital tool for improving customer experience

What are the top three **metrics** you would like to improve?



STRATEGIC LEVEL QA

Framework

- May involve departures from previous practices and procedures
- Has influence over the whole or a major parts of the business
- Contributes directly to the achievement of common goals
- Have long-term implications
- They are understood at the highest management levels

Goals

- Improve NPS
- Exceed customer expectations
- Increase customer loyalty
- Use QA as a differentiator
- Improve the propensity to purchase and return



Voxpro case study



- Award winning Outsourcer with 2000+ agents
- Multilingual customer experience and technical support solutions
- Global footprint with offices around the world
- Clients include: Google, Stripe, AirBnB



Voxpro Challenges and Results

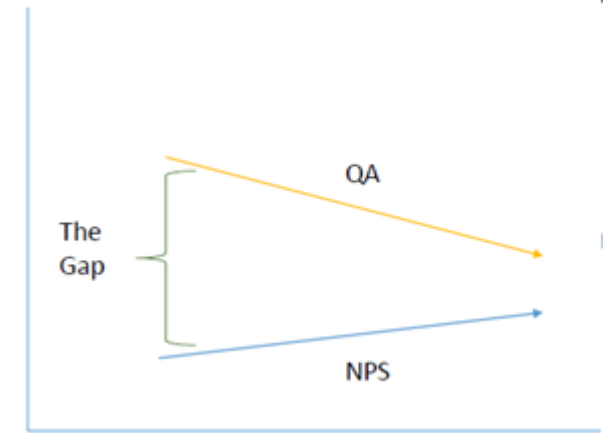


CHALLENGES

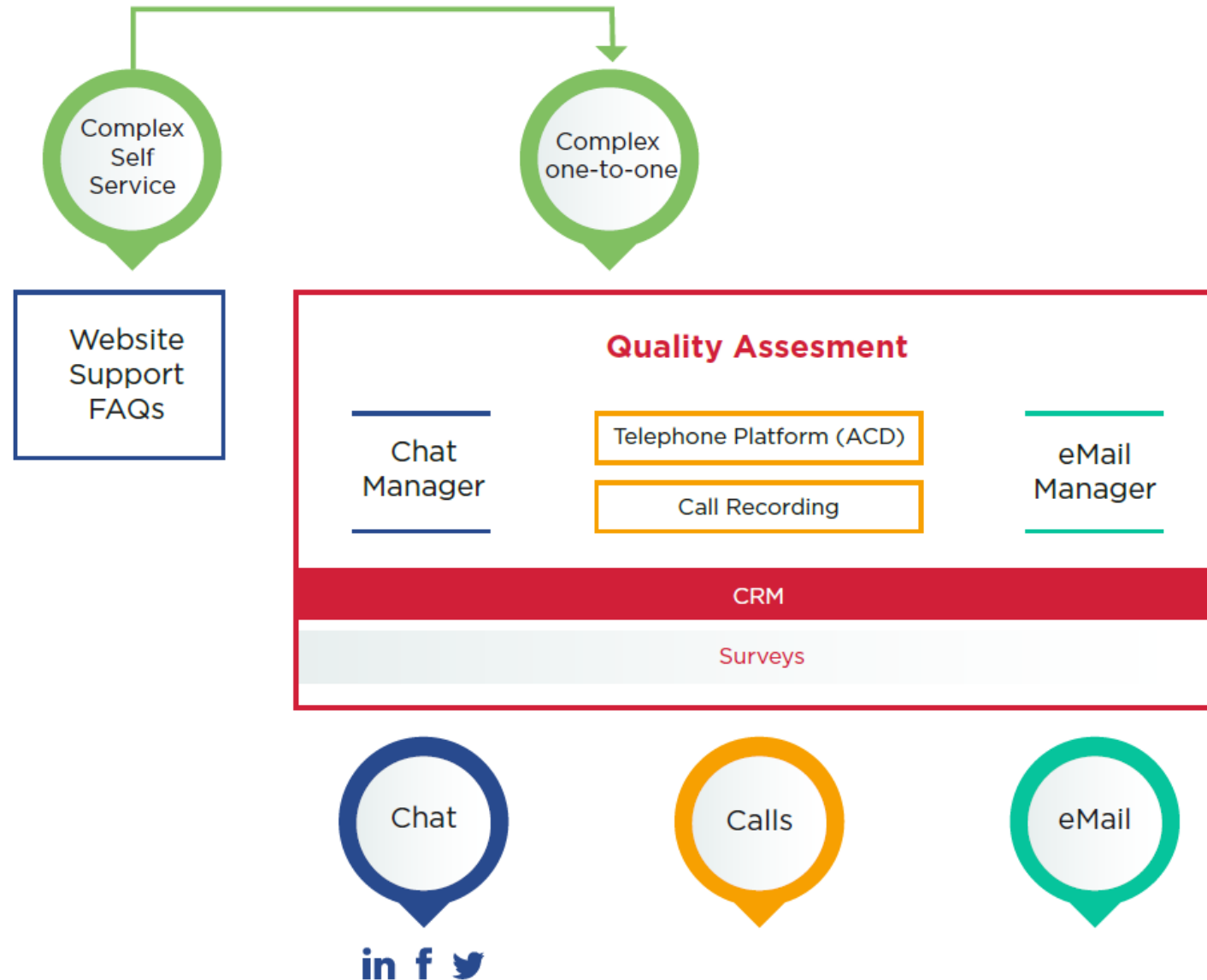
- Large volumes of meta data about agent performance and customer experience
- Single QA platform to get a unified view
- Self scoring and self awareness as a new concept

RESULTS

- Self scoring needs to be sold to leadership
- Align internal scoring with CSAT
- 4-5 point improvement in NPS
- Data leads to 'enhanced' conversations with CSRs



Quality Assessment in the Contact Center



Key Takeaways

- **Social and Mobile** channels proliferate, automating less complex customer interactions
- Your management tools must evolve to train agents to manage **complex interactions**
- Highly skilled **Super Agents** are what customers expect and demand
- Where are you on the **QA curve**—Operational, Tactical, Strategic?
- Connecting internal QA with **Customer Sentiment** will drive real change
- Putting QA at the center of **service delivery and improvement** will move the strategic needle and give you competitive advantage



Q&A from our Panelists &
our Audience

THANK YOU FOR YOUR TIME

PLEASE GET IN TOUCH FOR A FREE TRIAL OR TO SCHEDULE A WALK THRU
PLEASE VISIT US HERE: [HTTP://SCOREBUDDYQA.COM/US/FREE-TRIAL/](http://scorebuddyqa.com/us/free-trial/)

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