

Quality monitoring is a vital function for any contact center. As part of a differentiation strategy that builds on commitment to superior customer service, quality monitoring really gets down to the basic purpose of the contact center: assuring that customers are provided with the quality of care they both expect and deserve.

While automation is a key best practice for quality monitoring, only two thirds (66 percent) of contact centers currently have an automated quality monitoring system (QMS) in place. Of those without a QMS system, nearly three quarters (74.6 percent) indicated a “lack of funds” as the reason (The Benchmark Portal). Without automated quality monitoring, however, there are costs of lost opportunities to be considered. Contact centers often have limited resources to perform tedious direct observation, manual recording, storing, archiving and retrieving of customer interaction data. When supervisors tie up their time this way, they are unable to devote attention to other important functions, such as targeted training. Without an automated system, supervisors or quality assurance specialists are forced to spend hours of unproductive time listening to calls or dead silence waiting for “coachable” interactions that can be scored. Subsequently, they only spend as little as 10 percent of their time actually reviewing and evaluating calls. And even with all the time investment that goes into looking for the call to be evaluated, the results are rarely objective. Agents often don’t perform naturally when they’re aware of being directly observed; many will either perform uncharacteristically well or falter under the pressure. This can be solved by remote monitoring, but even that has a downside: there’s no tangible record of the call for later use in agent disputes or as a coaching tool.

Selected vendors, such as VPI, provide QA evaluation and tracking systems that can scale well, allowing even the smaller centers to enter automated quality monitoring at a reasonable price that buys increased supervisor productivity (typically 30 to 50 percent), increased QA productivity over live monitoring (up to 70 percent), in addition to reduced turnover due to more objective performance assessments.

Since the most significant direct savings accrue from increased supervisor productivity, let’s explore this area further. In a best case scenario, without an automated system, which assumes that every call is coachable, supervisors will be able to score two calls per hour. More realistically, the supervisor will evaluate and score two calls every three hours per agent or 1.5 per hour. If the goal is five evaluations per month per agent, a 200-agent contact center will likely spend 1500 supervisor hours per month just doing evaluations. That’s the equivalent of nine full-time supervisors. If the average hourly compensation (including benefits) was \$35.00/hour, that’s a monthly cost of \$52,500. If an automated system reduced that time by 50 percent, the contact center would save over \$300,000 annually.

“Now, we pull up the right call instantly, replay it to the customer, and if the call proves that they were aware of the charge, they understand that we cannot offer a refund. Instead of angry yelling, we are now hearing an apology.”

- Angel Elchepp
Customer Service Manager
Tony Hoffman Productions

Financial Benefits of Automated Call Quality Evaluation					
	Cost Savings			Revenue Enhancement	
	Labor	Productivity	Other	Direct	Indirect
Improved accuracy of performance assessment	✓	✓			
Faster, more efficient evaluations		✓			
Faster access to reports		✓			
Ability to evaluate more calls		✓			
Delegation of monitoring function	✓				
Improved work processes		✓			
Lower agent turnover	✓				
More time for coaching					✓



The latest-generation Call Quality Evaluation systems leverage integrated recording and analytics for the automated selection of most pertinent calls for evaluation eliminate unproductive supervisor and evaluator time. With tools for intelligent, automated, business-focused selection of call recordings, management also gains the opportunity to locate and use the most coachable interactions as teaching examples. VPI's solutions offer the capability of capturing all interactions with retroactive random or intelligent, rules-based selection for evaluation. This results in substantial productivity increases for a QA staff. Combined with the benefit of intuitive and easily customizable call quality evaluation tools, VPI's customers typically see further QA productivity increases. With these systems, you can focus your quality management efforts by selecting the most meaningful interaction recordings for evaluations based on specific company objectives, leveraging integrated applications. You can evaluate based on real-time performance management notifications of increased or decreased up-sell performance, frequency of a specific topic or phrase detected and reported via speech analytics, or a customer satisfaction issue identified by post-call IVR customer surveying.

About the Author

Richard Bucci is Associate Consultant for The PELORUS Group (www.Pelorus-Group.com) where he specializes in contact center technologies. He has authored in-depth reports on interactive voice response, workforce management, and quality monitoring. Richard's articles and observations have been published in CRM Today, Contact Center World, Communications Convergence, CRM Magazine, Call Center Magazine, Contact Professional, Call Center News, Speech Technology, and several other trade and business publications.

About The PELORUS Group



Founded in 1987, The PELORUS Group has emerged as one of the fastest growing independent market research and consultancy companies in the financial services and telecommunications industries. The PELORUS Group produces authoritative analysis and research reports, provides custom business planning services, and offers timely industry conferences.

About VPI



VPI (Voice Print International) is a leading innovator and provider of integrated call recording and workforce optimization solutions for enterprises, trading floors, government agencies, and first responders. Through its award-winning suite of solutions, VPI empowers organizations to proactively improve the customer experience, increase workforce performance, ensure compliance, and align tactical and strategic objectives across the enterprise. With the power to be proactive, organizations are equipped to actively identify and maximize opportunities and minimize risk. For more than a decade, VPI has been providing proven technology and superior service to more than 1,000 customers in over 25 countries. Learn more at www.VPI-Corp.com or call 1-800-200-5430.

