

White Paper

# **Quality Management is the cornerstone to customer service excellence**

How important is quality in your Organization?

How can quality management or the lack thereof affect your Organization?

How can you manage service delivery without measuring it?

What does poor service delivery or incorrect interpretation of services cost you?



**Enghouse  
Interactive**



# Are you using a Quality Management tool?

Research shows many Organizations use Excel to create quality assessments. It is cheap, and if you have a highly skilled resource in Excel, for some, it makes sense as opposed to investing in a Quality Management tool. What could go wrong?

- Human Error is the most important weakness.
  - Effective Quality Management Spreadsheets are complex to set up
  - Leading to errors in build
  - Sheets are difficult to use to assess – Leads to assessment errors
  - Aggregation of results to create reports at agent, team, product to business levels is complex – lead to reporting errors
  - Storage of assessments, results and reports requires organisation, and compliance from all role-players – this creates internal process compliance risks
- Skills are required within the business unit to build assessment sheets and produce reports for the results.
- There are no audit trails to monitor assessment changes and alterations to completed assessment sheets.
- Reporting can be manipulated to produce more favourable results by Management.
- Reporting lacks flexibility, as such any change from pre-defined reporting standards requires time and additional work.
- Assessment speeds are slower, because of the use of two systems to assess agents, this is caused by manual management of:
  - Recording of details such as recording details, products, Q-Codes, Agent Details, client details etc.
  - Bookmarks for coaching points.
- Measurement and Management of Quality Assessors is a difficult and manual process.



An effective Quality Management tool ensures continuous improvement in your business. Enghouse Quality Management tool allows for the following:

## Instant Reporting As Assessments are completed

- Integration with Presence Recording means only one system is used for assessments
- Definable search parameters that allow for the selection of calls – ensuring consistency and randomization eliminating room for bias
- Audio Bookmarking makes a significant difference to using of manual processes
- Extensive customisable “out of the box” reporting set, which can be saved and scheduled
- Reporting helps with the measurement management of evaluator productivity & results



# Is Quality Management important?

## Consider the following:

### **Legislative Compliance:**

- Failure to adhere Legislative Requirements can cost businesses fines which can sink them.

### **Internal Risk Management:**

- Failure to adhere to internal business & processes, are expensive to make and carry enormous reputational risks.

### **Excellence in QMS is a leading means of obtaining feedback to, the “hidden issues” within call centres**

- First Call Resolution – Leads the cost containment charge
- Customer Experience – keep the customers happy and buying
- Find departmental training focus areas (most effective use of 5% training time allotment)
- Agent Coaching and Development Milestones, how to aim your supervisor... and fire!



# Let us help you increase quality in your business, retain your customers and grow!

## About Enghouse Interactive

We are the world's most **reliable** contact center technology provider. Our global brand is built on our track-record of consistently honoring our commitments – to our customers, our staff and our shareholders.

**Enghouse Interactive**, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact center software and service solutions that deliver enhanced customer service and transform the contact center from a cost center into a powerful growth engine. Our Practices and Solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, **Enghouse Interactive** works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere, and via any channel.