What you need to know about Automated Quality Management

VERINT®

Is your quality management programme truly effective?

Leading companies already record 100 percent of contact centre calls for quality, compliance and training purposes. But how many listen to all of those calls? The answer is most likely none. This means that critical insights into agent performance that could directly impact customer and employee experience are lost in a vast archive of unheard conversations.

Did you know that you can now automate the entire contact centre quality process, from scoring evaluations through to assigning coaching?
Find out how in this eBook.

83%*

of global consumers say that customer experience is a major factor in selecting their service providers

...yet most contact centres review less than 1% of customer interactions

* Engagement in the Always-on Era – A Verint® Research Paper

Why you should consider Automated Quality Management

With Verint Automated Quality Management, you can automatically score up to 100 percent of calls across all recorded phone interactions.

This offers much greater insight than you will ever receive from a small sample of calls and allow your quality team to focus on other activities that can add more value to your business, including:

Analysing calls

Evaluating compliance

Providing targeted coaching

With automation, you can elevate your quality programme to a level that is difficult to obtain through traditional, stand-alone quality management solutions.

Automate at your own pace

Businesses can introduce automated scoring at their own pace, by either automating some questions within their manual processes, taking the plunge and fully automating scoring on 100 percent of calls, or anything in-between.

Consider the following six steps as they will help you effectively introduce automation with minimal risk and disruption to the processes you use today.

1 Slow and steady

Don't be afraid to roll out automation gradually. Learning about the power and limitations of your technology will help you better understand how automation will impact your people and processes, and how you can manage the change that comes with shifting from manual processes to automated ones.

2 Start simply

The journey to full automation begins with scoring a single question. Pick a question where the scoring will be relatively easy to automate, as you build your knowledge about the solution's capabilities. If you don't have a question on your existing form that meets this criteria, choose a question where the answer is as objective as possible.

3 Trust but verify

Having identified your question, set expectations across senior leadership, the quality team and agents before you test it. Ensure they understand that there will be some variation in manual scores and automated scores. Sometimes, a variance is easy to correct if it is the result of an oversight in your manual process or a scoring rule that requires an adjustment. Alternatively, it may be the result of shifting from a manual to an automated process.

4 Help your managers identify skills gaps

Once you are scoring 100 percent of your calls, you can identify where agents have genuine skill gaps or performance issues. By setting up automated alerts to let managers know when an agent's scores are low on a particular question, you can take action sooner to help agents when they need it, which can make the correction more effective.

5 Review your progress

When you feel confident about the scoring rules and auto-scoring for your first question, get feedback from the team. Are they comfortable with how the technology is evaluating their calls? Do they have any suggestions for how the next questions should be autoscored and tested? What would they change? Incorporate this feedback into the next question you rollout.

6 Plan for the future

After you establish how to automate your quality programme, develop a plan for answering questions that have arisen organically. Consider answers to the following questions: is our evaluation criteria aligned with our service goals? Do we need to update our form or scoring criteria? How should our processes change, now that we spend less time on manual scoring and have more time to train our agents?
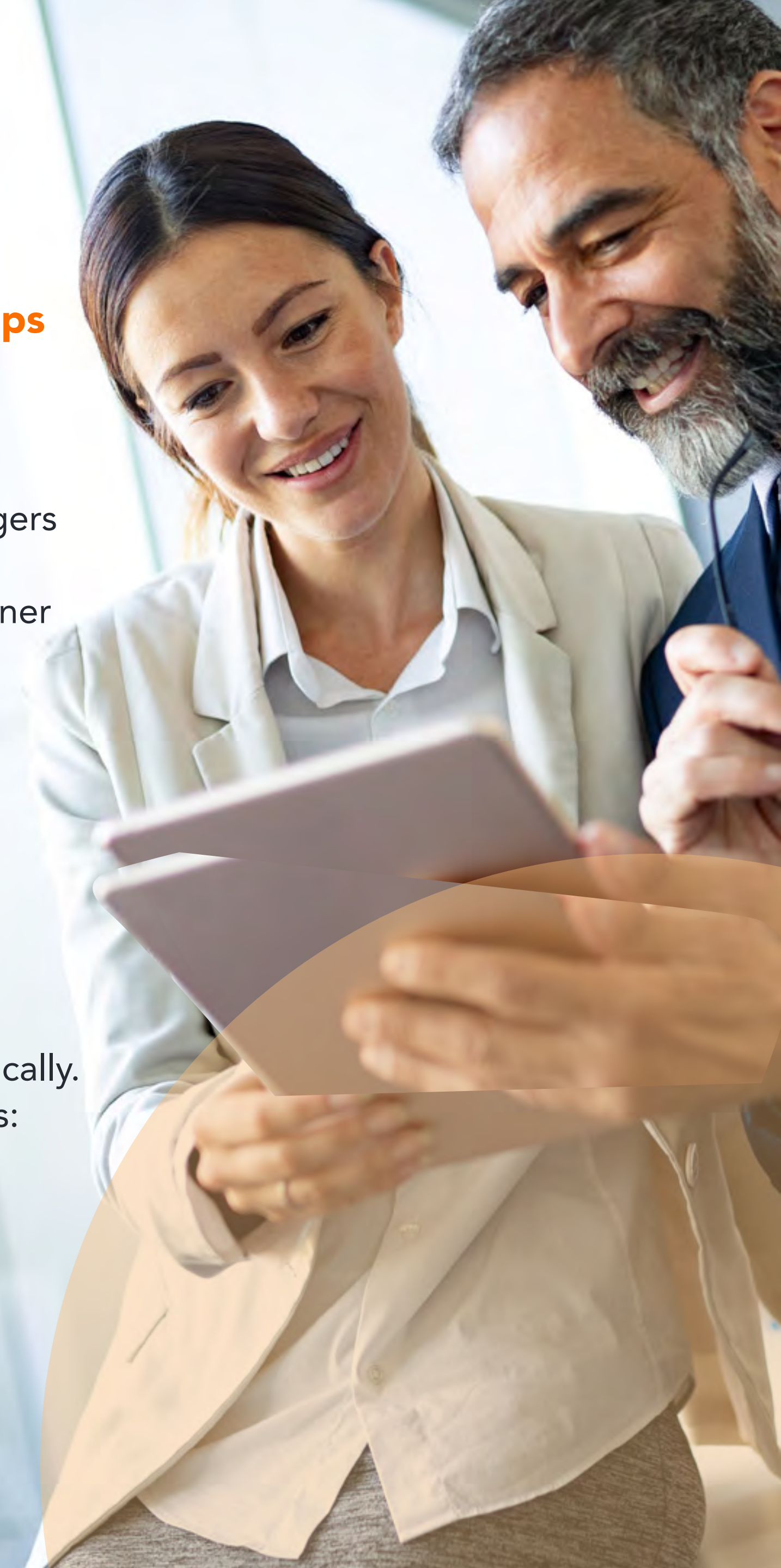
The business benefits of Automated Quality Management

You now have the opportunity to transform traditional quality processes by understanding agent performance and quality across all of your calls.

Additionally, you can make more informed decisions that can drive business improvements, including:

Cost effectiveness
Balance customer satisfaction with operational efficiency by shifting contact centre resources to where they can deliver the greatest impact, without incurring unnecessary expense.

Risk reduction
Ensure that agents provide required disclosures and follow mandatory scripts, helping to reduce the risk of non-compliance and potential associated penalties.

Customer satisfaction
Improve the quality of interactions between your customers and agents by redirecting resources to address individual employee gaps in knowledge, proficiency and adherence to processes.

Employee satisfaction
Build agent satisfaction by assessing performance consistently, transparently and objectively across every call, and share the results with employees, managers and executives.
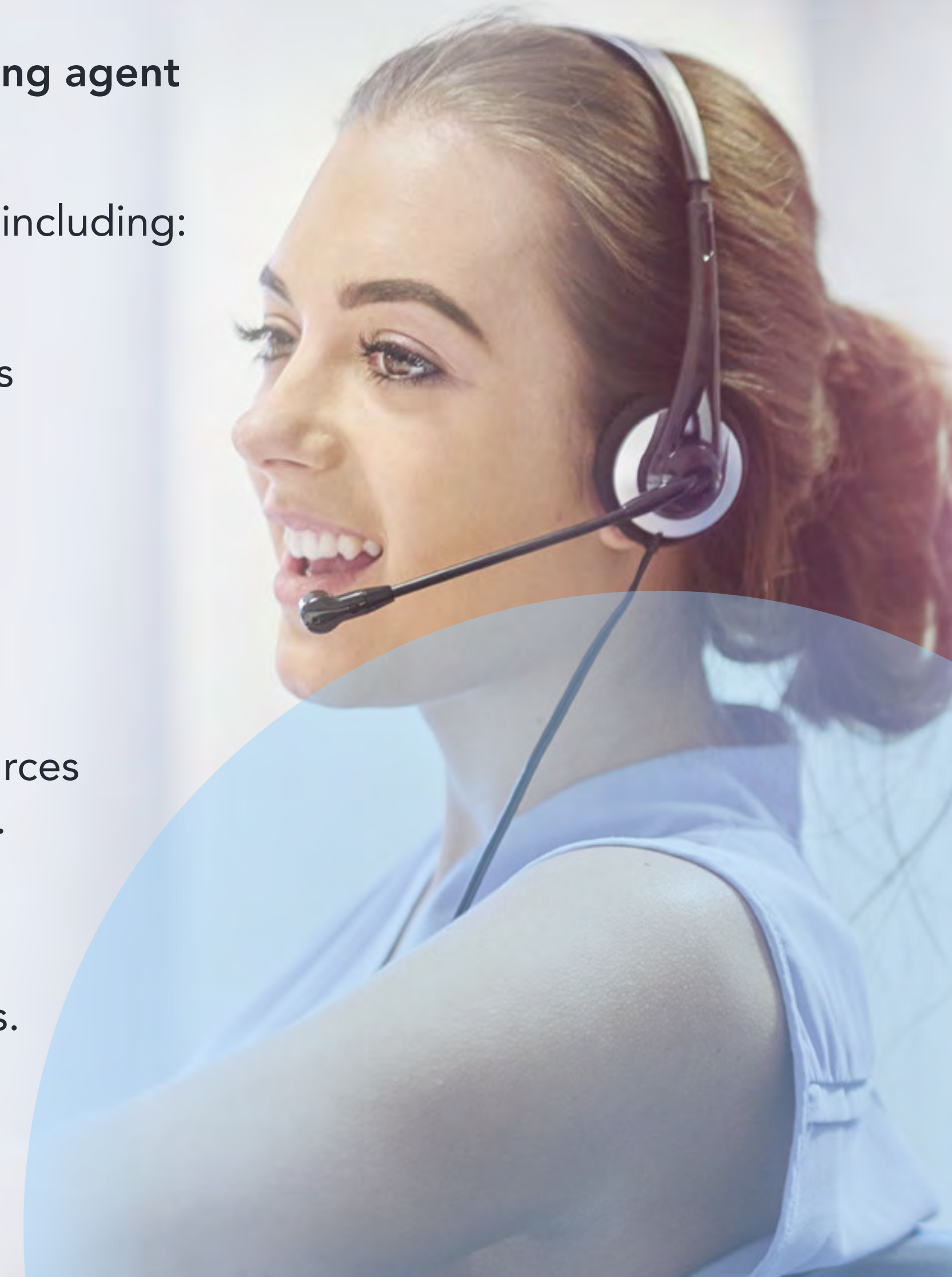
With Verint Automated Quality Management you can...

Automate
The entire call centre quality process

Transform
Traditional quality processes

Empower
Your employees

Automated Quality Management

Get greater insight and allow your quality team to focus on other activities that can add more value to your business.

Contact us if you want your workforce to **operate more efficiently, improve its internal processes** and **enhance its performance** in the always-on era.

The Customer Engagement Company™

Americas

info@verint.com

1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

Asia Pacific

info.apac@verint.com

+(852) 2797 5678

verint.com

twitter.com/verint

facebook.com/verint

blog.verint.com