

Using analytics to automate quality monitoring



CASE STUDY

Problem

- Small sample of customer contacts manually reviewed for quality and training
- Need to move to higher volume of contacts assessed
- Reduce manual reviewer resource

Solution

- Review and amend the Quality Monitoring (QM) Framework to meet the current customer journey
- Use speech analytics to measure key components of the QM Framework
- Increase up to 100% of interactions to give confidence in the results from the quality assessments
- Consistency of quality assessments by using automation

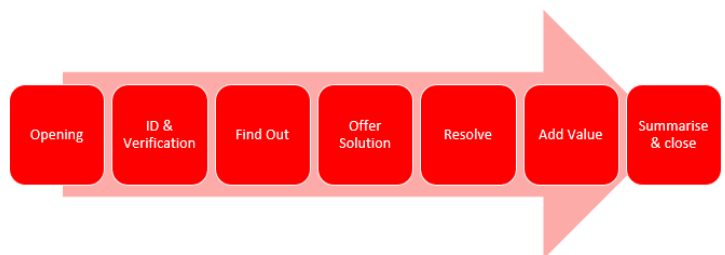
Findings

The volume of calls processed gave Contact Centre Managers confidence that they were aware of what was going on in customer contacts, and the granularity of the reporting meant that individual agents receive feedback based on the majority of the calls they handled

The key to success when deploying QM with speech analytics lies in seizing the opportunity to reshape the QM Framework with the latest customer journey and Speech Analytics automation in mind

Speech analytics replaced a large portion of the manual reviewer resource

The manual reviewers were used to make fine judgements on emotion or to undertake deeper insight reviews, achieving a significant increase in the efficiency of the QM Team



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Return on Investment

Automated QM to deliver up to 100% contact monitoring and a reduction in QM FTE by 50%