



EXPERT GUIDE

Contact Centre Quality Management: What You Need to Know

Reach the next level of customer engagement

Today's customers have more options than ever to choose where and how they spend their money, making quality management of paramount importance for all customer service organisations. This guide gives you best practices for contact centre quality management that'll help you perform at your best and keep up with rising customer expectations.

First things first... What do we mean by the term "quality management"? It refers to the processes and procedures of reviewing and analysing customer interactions to make sure they meet (or exceed) pre-defined quality standards. At its best, contact centre quality management is an ongoing process that helps you create new paths for improvement using data-driven feedback and performance metrics.

Why You Need a Quality Management Solution?

By design, contact centre quality management helps create more positive agent and customer interactions. This **results in not only increased brand loyalty, but revenue growth as well.**

According to a recent study 68%* of people say they would pay more for products and services from companies that have a reputation for offering quality customer service experiences. When you also consider that 93%** of people say they are likely to buy more from companies that offer excellent customer service, it's easy to see why contact centre quality management should become a top priority.

Taking a data-driven approach to quality management can make a positive difference in customer service industries, and help you achieve these benefits:

- Enhanced customer experience across channels
- Happier, empowered agents
- Improved efficiency and productivity
- Visibility on skill gaps and training opportunities
- Enhanced ability to manage hybrid workforce



90%

of contact centre leaders consider quality management effective in improving the quality of inbound calls.***



85%

of contact centres have trouble finding the time for quality management. ***

* <https://cdn2.hubspot.net/hubfs/2771217/Content/2018%20Customer%20Service%20Expectations%20Gladly.pdf>

** <https://blog.hubspot.com/service/customer-acquisition-study>

*** ContactBabel's Contact Center Decision-Makers' Guide 2019-20

The Benefits of Contact Centre Quality Management

The most obvious benefit of contact centre quality management has to do with the **increased customer satisfaction**. The more you understand about the journey a customer has with your organisation, the more you can see what works and what doesn't. That allows you to capitalise on trends and opportunities for improvement that you may have otherwise missed.

Having this level of visibility over a contact centre also creates **better opportunities for agent training and even career development**. Call recording, for example, allows for fast and confident dispute resolution. If there is an issue with a customer, and it isn't being handled properly by an agent, you don't have to guess to determine what went wrong. You'll know definitively, allowing you to take corrective action by way of increased training in core competency areas.

This also allows organisational leaders to review calls for training and mentorship purposes. Team leaders can identify top-tier agents faster than ever, allowing them to move up in the company with greater speed.

Contact centre quality management is also beneficial when it comes to compliance. Businesses in certain industries are required by their governing body to record all calls for compliance purposes. You don't have to worry about how you're going to do that or where that data will be stored if you have the right contact centre quality management tool that is already doing it for you.

If your company takes credit card payments over the phone, you also have to think about PCI compliance. Here, your call recording solution would allow agents to mute recordings so that sensitive information such as credit card numbers or other financial information is not recorded at all.



The Impact on the Bottom Line

There are likely many businesses who offer products and services like yours. However, nobody does it quite like how you do. That speaks to your competitive advantage and unique value proposition. As statistics like those outlined on page two show, the quality of the customer experience is a big part of that.

That's why contact centre quality management is so essential to a growing business of any kind. **As your brand experience gets more positive, people will start to see your business in the same light.** That increased sense of loyalty in turn drives effective revenue growth, which in and of itself is the most important benefit of all.

Top Tips for Contact Centre Quality Management

1

Success Begins with a Goal Alignment

To success in terms of contact centre quality management, you need to **define what "success" looks like**. That means understanding the goals of the contact centre, the goals of the larger business, and how they align.

Only then will you be able to put together the type of quality management program you need to not only achieve those objectives, but to do so in a way that garners support from all key stakeholders as well.

2

An Investment in Technology is an Investment in Your Business

Contact centre quality management will be exponentially easier when you empower your employees with the right tools. Remember, not all contact centre technology is created equally which is why you must be selective. Don't just invest in a quality management technology for the sake of it – instead, **write down a list of must-have features to avoid paying for functionality you don't need**. Similarly, take into consideration long-term goals to make sure there's room for growth.

3

The Art of the Multichannel Approach

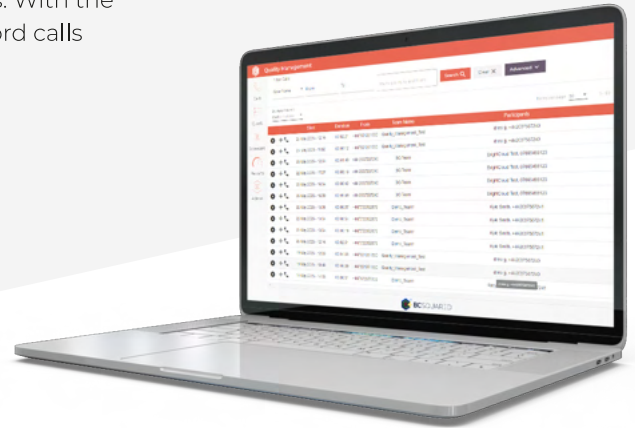
Remember that creating a high-quality customer experience doesn't begin and end with customers who call in via traditional phone. When designing your quality management approach, **show the same level of care and attention-to-detail to emails, social media, SMS and text messages** to take a true multichannel approach to what you're doing.

CCBox Quality Management & Call Recording

BrightCloud Group's CCBox Quality Management and Call Recording brings quality management and long-term recording archive together into a single system.

Use out-of-the-box dashboards and reports to identify agent skill gaps as input for coaching and training needs. With the cost-effective Call Recording tool you can record calls automatically while staying compliant.

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4

Evaluate Everything

As you work to execute your contact centre quality management strategy, understand that adjustments will need to be made to fix issues as they develop and to capitalise on opportunities for improvement. This means creating **clear and effective scoring and evaluation criteria** so that as you monitor things like agent performance on an ongoing basis, you have consistent insight to work from.

5

Automate, Automate, Automate

Organisational leaders will need concise, accurate, and actionable information to work from when making decisions about the direction of your call centre. They also need it as quickly as possible, which is where automation comes handy. By automating quality management reporting, you can **get insight into the hands of the people who need it faster than ever** – while you save time from manually gathering that same information.

6

Break down Those Silos

Quality management insights don't benefit the larger business if it is trapped in a series of disconnected systems. Replace legacy systems to break down data silos to **allow information and insight to freely flow from one department within an organisation to the next**. For example, marketing teams can hugely benefit from the valuable customer insights contact centre agents have, but if there is no way to share data, it cannot be distributed cross-departments.

7

Ongoing Evaluation is Key

Review the data from your quality management tool on a monthly basis and evaluate the performance of your call centre to see what is working and, more importantly, what isn't. Before making drastic changes, ensure that the sample size is large enough to get a clear understanding of where you stand and how far you have left to go.

8

The Power of Ongoing Training and Education

At a bare minimum, always provide both initial and ongoing training to all agents to **make continuous improvement a top priority for everyone at your contact centre**. Likewise, create a library for customer interaction best practices that agents can refer to if necessary.

9

Recognise Good Work Whenever Possible

Every day, agents in your call centre will be doing excellent work. Don't be a Negative Nelly who **only** focuses on fixing things from bad to good, instead make a constant effort to recognise everyone's efforts whenever you can. **Positive feedback is important, and praising victories is equally so.**

10

Never Lose Sight of the Customers

Finally, **always make sure that all decisions are focused on those that matter most: your customers**. Everything you do needs to be in service of meeting their needs and exceeding their expectations. A decision that doesn't meet that criterion is one that isn't worth making.

We're here to help

Whether you have a quality management program that needs updating, or you are just starting out, we can help. Talk to our contact centre experts today and start your journey towards better customer engagement.

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