

## Call Quality Monitoring – The Basics & Beyond (Part 1 of 2)

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In today's Contact Centre operations, call quality monitoring is an essential process not to be neglected. In fact call quality monitoring is a "must have" in a contact centre, regardless if it is a new start-up or existing operation. Putting in place and implementing a systematic call quality monitoring program can be as challenging as an organisational change initiative. Apart from improving individual's performance through training and development, a successful call quality monitoring program provides greater benefits.

Most contact centres would practice some forms of call quality monitoring. The common methods used are side-by-side, remote and live monitoring. Other approaches such as peer monitoring and self monitoring have also been proven effective hence they are worth exploring. Each monitoring method has its pros and cons. In most contact centre operations, it was found that majority would not use only one approach in the call quality monitoring process. Most would end up using a mixture of 2 or 3 methods in order to obtain the best outcome.

In order for contact centre to perform remote or silent monitoring, the assistance of technology such as a Voice Recording System, or in short, Voice Recorder is essential. A Voice Recording System records the conversation between an Agent and a customer. It records from the moment the Agent answer the call until he or she ends the call. It also can record both inbound and outbound voice interactions. Users of the Voice Recording System, typically the Supervisor or QA will search, retrieve and playback a call to perform call quality monitoring. This system is now considered a "must have" in majority of call centre start-ups.

An essential component in the call quality monitoring process is determining the number of calls to be monitored. Several benchmark studies indicate that contact centre on an average monitors 5 to 10 call per Agent in a month. It is always a good practice that new hired Agents to be evaluated on more calls relative to existing or senior Agents. This is because they require more attention so that immediate coaching and training can be provided to address any developing areas in call handling.

When performing call quality monitoring, a well documented Call Quality Monitoring Form is utilised to score a customer interaction. Different terms are used to title the Call Quality Monitoring Form, for example Call Monitoring Checklist, Call Evaluation Form, Phone Performance Score Sheet & etc. Typically in a Call Quality Monitoring document, there are evaluation criteria categorised into various Call Categories / Segments and Call Elements for the QA or Evaluator to score a call. Additional, it also contains the scoring scheme and weightage for each call category or element. When putting together a Call Quality Monitoring Form, it is always recommended that contact centres do *not* fully adopt a form that is used by another contact centre. This is because each contact centre's operation is unique hence the call quality measurements used by other contact centre may not be fully applicable.



**About FUSION CONSULTING and the Author:**

*Jeannie serves as Consultant, SEA for FUSION Consulting Sdn Bhd – the leading specialist in Workforce Optimisation (WFO) Solution, Human Capital Development and Business Consulting services in the South East Asia region. Her areas of expertise include Contact Centre Operations Review and Assessment, Monitoring and Evaluation of Call Quality & Face-to-Face Service Interactions, Operations Management, Workforce Management, Performance Management, and Customer Feedback Management.*

*To find out how FUSION CONSULTING can assist your organisation to implement a successful Quality Monitoring (QM) initiative or enhancing the current Quality Monitoring & Coaching performance, please give us a call at +603 7494 0399, or email us at [jeannie@fusioncomms.com](mailto:jeannie@fusioncomms.com)*