



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

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Now, let look at some of the areas that are “beyond” which differentiate how progressive a contact centre is in its call quality monitoring program.

There is an important aspect of call quality monitoring that contact centre’s quality assurance (QA) team should also consider – that is evaluating the Agent’s desktop activities. Most advanced contact centres; with the enablement of technology, are able to measure Agent’s effectiveness in managing desktop applications. Screen capture technology also allows QA to perform audit check, for instance on information accuracy that is being input by Agents in the customer management system. Most importantly, with technology capability to record and review Agent’s desktop activities, QA or Team Leaders can easily identify new hires’ multi-tasking ability, such as able to speak and type simultaneously. For senior Agents, work behaviours such as being too relaxed at their job for instance browsing the web while talking to the customers, can also be observed.

One question that we need to ask when performing call quality monitoring internally is: “Do the evaluation elements used in call monitoring form truly represent customer’s perception of our service?” There answer would most likely be “Well, we don’t actually know”, or “Probably yes and perhaps no.” This is because the evaluation criteria commonly are based on what the contact centre perceives as the actions or behaviours that Agents need to display during a call to provide good service. In other words, we A-S-S-U-M-E. So what would be a better way to find out? Obviously, we can find out what customers think by asking them. This leads to the implementation of a Customer Feedback process. Fundamentally, call quality monitoring only tells us how well our Agents are adhering to internal policies & procedures, i.e. similar to performing an audit check. On the other hand, Customer Feedback tells us if our customers are satisfied with the service, and can even drill down to the root cause of customer satisfaction on the organisation’s People, Product and Process.

The key differentiator between Customer Feedback and Customer Satisfaction Survey is that it is based on census-level and not sampling. The process of gathering customer feedback at the end of every relevant call is specific to a particular interaction hence in context. The results gathered from customer feedback can be acted upon immediately as it provides data on the root cause that contact centre operation needs to improve on. Most importantly, it creates a positive impact on the customers as they now have a “voice” in the organisation’s business.



In terms of technology innovation, more advanced applications such as Speech & Data Analytics are being introduced. Technology as such utilises voice recognition to analyse customer's emotions (eg. anger) in a particular call. Speech Recognition technology has been gaining acceptance in the US and Europe regions in the recent 2 years; and is a key tool that contact centres are considering to purchase in the near future. However, due to the difference in the various ethnic groups' speaking accents, especially in the case of Asia, where the language and cultural diversity is fairly large, more in-depth research and development efforts would require in order to meet the multi-language requirements in this region.

As an essential process in a contact centre, call quality monitoring initiative needs to evolve as dynamic as the day-to-day operation. Change management process is crucial when a contact centre with "basic" call quality monitoring practices wants to move to the "beyond" level. Ultimately, regardless of the nature of the change, the key drivers to a successful call quality monitoring program are Contact Centre Management Support; Calibre and Trusted QA Team and Buy-in from Agents.

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.