

# Quality Measurement and the Call Centre Interaction

[www.opinion-8.com](http://www.opinion-8.com) | [hello@opinion-8.com](mailto:hello@opinion-8.com) | [@opinion8](https://twitter.com/opinion8)

The quality of your service is determined by your customers. Call centres, however, have traditionally adopted quality assurance metrics which have been established by the business. Adherence to company protocol is not synonymous with quality for the customer and therefore is not a valid method by which to monitor the quality of customer interaction.

You cannot meet your customers requirements without knowing what they are. Successful contact centres listen to their customers' opinions and respond to their feedback. Gaining a customer's evaluation of the service you provide, immediately after contact, gives real-time understanding of the customer experience. Post-call automated telephone surveys allow your customers to speak for themselves driving service improvements based on an up-to-date assessment of your business.

## The traditional approach

Most call centres are familiar with operating to service levels. 'Time to answer', 'longest queue time' and 'longest wait to abandon' are the metrics by which call centre and customer contact staff have traditionally assessed and managed their effectiveness. This type of information is easy to produce and monitor using established contact centre MIS systems. These give call centre managers the information they need to manage their staffing and call handling plans.

However, traditional methods of monitoring quality such as test calling, silent monitoring of calls and call recording are problematic. They are:

- Resource intensive, taking team leaders and agents off the phones to monitor or make test calls;
- Offer little management information;
- Require a manager's subjective assessment of call quality;
- Make no provision for multi-media interaction;
- Contribute to high staff turnover. Nobody likes being surveilled.

## Solutions

Post-call, automated, telephone surveys can be used to great effect to obtain real-time feedback on customer satisfaction, perceptions and preferences.

Opinion-8 offers integrated telephone, web and SMS surveys for monitoring call centre customer satisfaction. Its powerful, integrated web and voice survey technology with unified online reporting offers a variety of telephone and web survey solutions. It is automated, objective, requires little or no ongoing staff input and eliminates the need for subjective surveillance methods.

Opinion-8 is also perfectly suited for increasing employee engagement. Customer surveys can be used to identify training needs thus demonstrating a company's commitment to its staff. Improving service based on customer-based metrics allows agents to offer a better service which improves staff morale, creates a happier culture and serves customers better.

Opinion-8 offers a wide range of reporting and analysis solutions enabling managers to analyse results quickly and effectively. Results can be ranked by agent, allowing easy comparison for performance management. Filters allow analysis of results by agent ID or contact centre team. Trend reporting, based on weekly samples, allows managers to monitor customer services trends which equips them with the information they need to make decisions. Problem calls or calls which require follow up action can be flagged and collated allowing managers to deal with dissatisfied customers and promptly escalate any issues.

## For More Information

Do contact us, as we are happy to help.

[hello@opinion-8.com](mailto:hello@opinion-8.com)

[linkedin.com/square-systems](https://www.linkedin.com/company/square-systems)

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[facebook/surveyprovision](https://www.facebook.com/surveyprovision)

+44 117 398 2342

+1 773 747 4322