

Quality Management & Your Cloud Contact Center

How a Unified Quality Management Solution Positively Impacts the Customer Experience

With 81% of companies recognizing customer experience (CX) as a competitive differentiator, it's important to do all you can to positively impact customer retention and satisfaction. To that end, it's becoming increasingly important to utilize technologies, like Quality Management (QM), to help your contact center deliver outstanding customer experiences.

You might assume there's no need for a technology solution to pinpoint areas for improvement, because your customers will tell you if they've had a less than positive experience. However, that's a dangerous assumption, because a typical business only hears from 4% of its unhappy customers, and 91% of them say they won't do business with the company again. Delivering an outstanding customer experience has become so critical that experts predict it will overtake price and product as the key brand differentiator by 2020.²

What is Quality Management?

Quality Management is defined as monitoring and evaluating agents' interactions with customers in order to identify areas for improvement and ensure customer satisfaction. Essentially, it helps your organization deliver high-quality service in order to satisfy customers' needs and expectations. Quality Management pinpoints where you're doing well in delivering outstanding service and key areas for improvement.

For example, making interactions easy for customers is a critical part of delivering a great customer experience. This includes ensuring agents are trained to handle inquiries promptly and accurately, and they're adept at "soft skills" such as politely handling customers who are upset. Without a quality management program in place, it's difficult to understand how well your agents are responding to these types of issues without time-consuming, hands-on management by supervisors. Quality Management empowers contact centers to deliver consistently excellent customer experiences by:

- *Motivating agents to continuously improve their interaction skills.*
- *Enabling supervisors to easily manage their team's performance.*
- *Converting agent downtime into learning time.*
- *Improving compliance and mitigating regulatory risks.*

“A typical business only hears from 4% of its unhappy customers, and 91% of them say they won't do business with the company again.”

—[20 Customer Service Statistics You Can't and Shouldn't Ignore, InfnitContact](#)

[1 2017 Global Customer Experience Benchmarking Report, DimensionData.](#) [2 Customers 2020: A Progress Report, Walker-Customer Experience Consulting.](#)

The Quality Management Process

A comprehensive Quality Management process includes the high-level steps of recording calls, evaluating interactions, and identifying and coaching agents who need additional help. The process starts with recording the audio component of agents' calls and capturing their desktop screens (a comprehensive Quality Management solution will synchronize these for a complete picture of the interaction). Supervisors then review a sampling of interactions and score agents' performance against evaluation forms to assess, for instance, if the agent deviated from the standard script or if they used a pleasant tone of voice. Based on agents' scores, managers can identify which of their employees need additional coaching or training. Recordings of outstanding interactions can also be added to an E-Learning Library to use for future training purposes so all agents are clear on what constitutes an ideal call. For an overall process flow, see *Figure 1*.

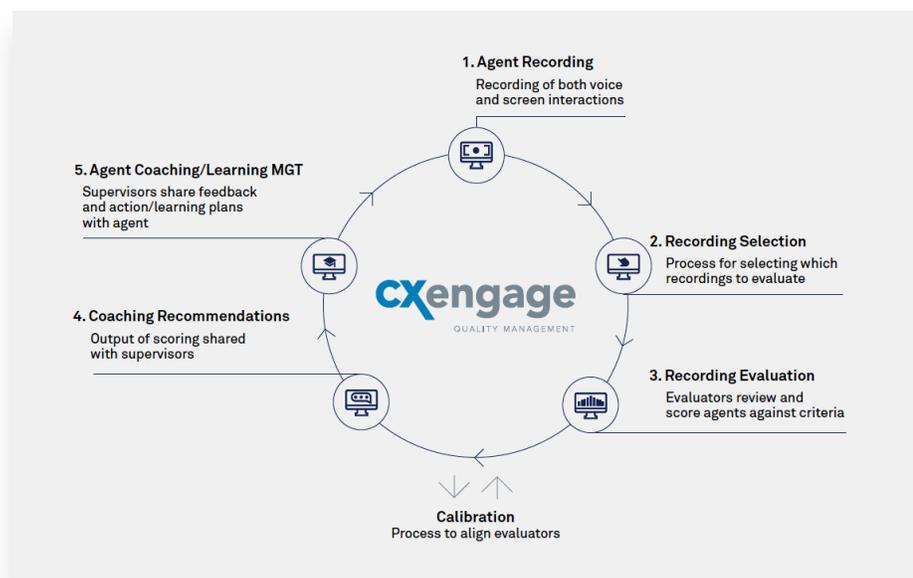


Fig 1. A comprehensive Quality Management Process includes recording interactions, evaluating agents' performance, and coaching agents who need additional help or training.

It would be daunting to implement these steps without the aid of a solution designed specifically for automating the entire Quality Management process. Serenova's CxEngage Quality Management equips your contact center with the tools you need to optimize customer interactions. It's also fully unified with Serenova's CxEngage reliable and intelligent cloud contact center platform so you'll have a consolidated view of customer and agent interactions.

“89% of organizations claim that improving CX is a top priority and critical to their survival, but 51% are failing to act.

—[2018 Global Customer Experience Benchmarking](#)



3 Critical Components of a CxEngage Quality Management Program

CxEngage Quality Management includes these three components which are integrated for synchronized agent monitoring and evaluation:

CxRecord



CxRecord is used for recording the audio component of customer calls

CxCapture



CxCapture is used for capturing an agent's desktop screen

CxEvaluate



CxEvaluate is used for evaluating agent's performance

All three are 100% cloud-based and unified with the CxEngage cloud contact center platform so there's no premises-based hardware to buy or maintain. They are also tightly integrated so data can be synchronized and shared for evaluation and coaching purposes.

CxRecord

CxRecord records agents' calls in order to assess quality and improve customer interactions. It's also synced with CxCapture for a complete view of customer interactions.

You can tailor call recordings to support your service excellence goals, policy adherence, or regulatory compliance. Although call recordings are commonly used to ensure outstanding service delivery, they can also be critical for resolving disputes quickly, supporting legal defense, and mining fresh business insights.

- Record calls based on your requirements: randomly, on schedule, or on-demand.
 - Search recordings by time, agent name, or keyword.
 - Highlight specific call segments for coaching or export snippets to email.
 - Store up to 1,000 simultaneous recordings per tenant.
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CxCapture

CxCapture captures and plays back an agents' desktop so you can visually view an interaction. It is integrated with CxRecord and CxEvaluate for synchronized agent evaluation and coaching.

- Monitor interactions for adherence to rules and quality standards:
 - *Capture details of work processes*
 - *Identify best practices for training*
 - *Pinpoint workflow inefficiencies*
 - *Verify sales transactions*
 - *Identify errors in orders*
 - Support for Mac OS and multiple monitors.
 - Capture at-home and remote agents' desktops with a Web-based client.
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CxEvaluate

CxEvaluate facilitates comprehensive agent evaluation, coaching, e-learning, and performance reporting. It helps supervisors perform evaluations with minimal training and provides immediate feedback to agents so they can quickly take corrective action.

- Evaluate agents with comprehensive, multi-level, skills-based assessments.
- Customize agent evaluations to reference, expand, or highlight areas of improvement.
- Coach agents with instant, relevant feedback.
- Train using actual customer interactions or your customized library content.
- Report and analyze in-depth performance trends in a fully customized format.



Focus on the agent, so the agent can focus on the customer.

Comprehensive coverage of the Quality Management Lifecycle



Recording & capturing of interactions across channels



Evaluation & recommendations



Calibration across evaluators



Agent coaching & skills management



eLearning management library

Why it's Critical to use A Unified Quality Management Solution

Quality Management Solution

It's critical to look for a solution where Quality Management is tightly integrated with a cloud-based contact center platform like CxEngage. Using a stand-alone QM solution can result in siloed insights and multiple versions of the truth which often prevents real and lasting improvements. A unified solution goes beyond just providing a single point of contact to offer a unified product experience with a myriad of technology benefits, including:

1. One user interface and user experience to create more agent efficiency;
2. Single administration so that users are maintaining a one set of user profiles;
3. An architecture that is horizontally elastic and scalable; and
4. Same data set for both the reporting and media files as for call and screen recording.

CxEngage Quality Management is unified with CxEngage, the world's most reliable, easy-to-use and intelligent cloud contact center platform. With CxEngage, you'll get a consolidated view of your customer and agent interactions to support the entire quality assessment and skills management lifecycle.

The combination of CxEngage and Quality Management capitalize on the cloud's benefits, so you'll get shared data and a unified experience through single sign-on, administration rules on user roles, encryption, architecture, and reporting. You'll no longer need to struggle with a stand-alone Quality Management solution that adds layers of complexity, administration, and cost. With CxEngage Quality Management, your contact center will have the solution it needs to deliver consistently excellent customer experiences.

About Serenova

Serenova simplifies every aspect of the customer experience to make life easier for contact center executives, their customers and employees. The world's most passionate, customer-focused brands achieve better interactions, deeper insights, and more meaningful outcomes with Serenova's contact center solutions.

To see the power of Serenova for yourself, [sign up for a demo.](#)

