

# 2018 Quality Assurance Seminars

8-COURSE CORE PROGRAM
<b>Building a Quality Monitoring Form – Part 1</b> Create forms and quality standards documents that define desired behaviours
<b>Building a Quality Monitoring Form – Part 2</b> Apply weighting and scoring schemes that promote essential call behaviours
<b>Defining Call Standards: What a Call Should Sound Like</b> Set standards for vocal quality, tone, empathy, call control, and more
<b>Call Calibration: Best Practices in Calibration and Scoring</b> Learn how to conduct successful calibration sessions to maximize quality and fairness
<b>Basics of Call Coaching: Techniques for Shaping Call Techniques</b> Learn fundamental principles of coaching to improve call handling
<b>The Voice of the Customer: Developing a Systematic Listening/Feedback System</b> Develop a system for becoming a conduit for customer information to the enterprise
<b>Making the Most of Quality Monitoring: Creating a Comprehensive QA Program</b> Learn about how to set up and manage a comprehensive quality monitoring program
<b>Written Communications Quality Monitoring: Writing the Right Way</b> Build a quality process that ensures consistent written communications

## Building a Quality Monitoring Form – Part 1

Quality monitoring forms enable team leaders to measure an agent’s performance on actual calls against performance standards. Having an effective monitoring form can make the difference between having data that allows you to objectively evaluate agent skills and data that is irrelevant and subjective. In addition, a good evaluation form lets agents know what is expected of them throughout the call. In this session you’ll learn how to create an objective monitoring form and comprehensive definitions that allow reviewers to evaluate behaviours necessary for a successful customer interaction.

Seminar attendees will learn to:

- Identify common mistakes made on quality forms and how to avoid them.
- Align monitoring form objectives with corporate and call center goals.
- Identify behaviours that are objective and measurable.
- Organize your form for efficiency and ease of evaluation and reporting.
- Create a Quality Standards Definitions Document (QSDD) that provides a description of each behaviour element.

## Building a Quality Monitoring Form – Part 2

Having well defined quality criteria is just the beginning of creating an effective performance management tool. The next step is to apply weighting and scoring that promotes essential call behaviours. In this session, you will learn various answer and scoring schemes for evaluating your call center’s quality standards. In addition, we will explore the pro’s and con’s of “auto-fail” and how best to use alternative scoring methods such as bonus points to reward agents who go above and beyond service expectations. This session also provides suggestions on how to facilitate the discussion with your quality team to come up with the “right” point values for your quality standards.

Seminar attendees will learn to:

- Identify the benefits to implementing a scoring methodology to quality evaluation criteria.
- Apply section-based weighting to emphasize skills groups most important to a call’s success.
- Identify various scoring schemes and understand the pros and cons of each style.
- Apply a scoring structure that recognizes skill priorities and awards most important critical behaviours.
- Factor in non-applicable behaviours in the scoring process in order to promote fairness.

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### Defining Call Standards: What a Call Should Sound Like

It's not just *what* you say; it's *how* you say it. The customer's overall impression of a call is based not just on the right words, but the overall "feel" of the call which is heavily influenced by vocal techniques and mannerisms. Unfortunately, these vocal elements like voice tone, call control, and demonstration of emotions like empathy or enthusiasm are harder to define and measure. This session tackles defining these "soft skill" standards to enable more objective and effective call reviews.

Seminar attendees will learn to:

- Identify vocal behaviour descriptions that are objective and measurable.
- Describe ways to define vocal delivery elements such as rapport building or call control.
- Define challenging call standards like voice tone, quality, and empathy.
- Assemble a coaching session planning guide.
- Incorporate definitions into a comprehensive Quality Standards document.

### Calibration Corner: Best Practices in Calibrating and Standardizing Scoring

Measuring quality through monitoring is an ongoing commitment that requires a calibration plan, a process, and the setting of realistic, attainable calibration goals. This session will help you develop a calibration program that includes all the right people and gives structure to your calibration meetings. You will learn to set realistic standard deviation goals that will move you toward better calibration among team leaders, quality analysts and others involved in monitoring and providing agents with call feedback.

Seminar attendees will learn to:

- Identify the benefits of quality calibration and standardizing evaluation scores.
- Describe the components needed for effective calibration meetings.
- Design an effective quality calibration process.
- Calculate standard deviation and set realistic deviation goals.
- List the five critical factors for facilitating a productive calibration meeting.

### Basics of Call Coaching: Techniques for Shaping Call Techniques

Call center team leaders and quality coaches have multiple opportunities in a variety of settings and situations to communicate with staff about their call-handling performance. In this session you'll learn about recommended practices for doing side-by-side coaching for improved performance, including tips on providing both positive and negative feedback. You'll also learn about techniques to use in counseling and formal review sessions. Hear about the distinctions needed between call coaching and more general performance coaching.

Seminar attendees will learn to:

- Identify the differences between monitoring/coaching and coaching/counseling and when to use each.
- Describe "best practices" to use in side-by-side coaching, including tips on presenting both positive/negative feedback.
- Outline the steps of applying various feedback methods and when to use each.
- Assemble a call coaching session planning guide.
- Identify coaching techniques to correct call techniques as well as to celebrate call successes.

### Voice of the Customer: Developing a Systematic Listening/Feedback System

A call center agent will interact with more customers in a single week than most employees will touch in their entire career. Therefore, who could be better to listen to the customer's input, assimilate it and feed it back to the rest of the enterprise? The challenge is to effectively listen to the customer not just about the contact issue at hand, but also product likes/dislikes, wish lists, competitive data, etc. Then it must be collated into useful reports that can be shared with the appropriate departments throughout the enterprise in a way that is accepted and not viewed as "finger pointing" when it is negative. Acting upon the needs and desires of customers is a critical factor in competitive success.

Seminar attendees will learn to:

- Identify the internal clients of the call center and what information they need from external customers.
- Outline opportunities to become the conduit for the "voice of the customer" to the entire enterprise.
- Identify methods that will enable constructive feedback without the risk of "finger pointing".
- Identify the metrics and measures to put in place to ensure effectiveness as well as efficiency.

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### Making the Most of Quality Monitoring: Creating a Comprehensive QA Program

*This call may be monitored to ensure quality* – is one of the most familiar phrases associated with call centers today. Indeed, most businesses are monitoring calls to ensure the correct message is being delivered and the majority of centers utilize some sort of automated monitoring system to facilitate the process. In this session, you'll learn how to align your business practices to make the most of your monitoring efforts. Hear the most common mistakes made when implementing a monitoring program, as well as ideas for ensuring the process will be met with employee acceptance.

Seminar attendees will learn to:

- Outline the different types of monitoring approaches available today..
- Identify the most common mistakes in implementing a quality monitoring program.
- Outline the proven steps for making monitoring a success in any call center.
- Define processes to ensure consistency and fairness in the monitoring process.
- Incorporate best practices to leverage quality monitoring to drive performance improvement in the center.

### Written Communications Quality Monitoring: Writing the Right Way

Contact centres have evolved into multi-channel and omni-channel centres. Frontline staff now manage interactions in multiple formats; voice calls, emails, webchat and case management requiring high quality written communication skills as well as oral communications. Just as voice calls have been monitored for quality and service, it's also critical to monitor written communication channels to ensure the same attention to quality in every channel. This module looks at the requirements of written communications, including customer expectations and their biggest complaints about written communications. Learn the elements of written communications monitoring , a range of approaches to monitoring, and the most common writing mistakes to address with your agent team handling written communications.

Participants will learn to:

- Define the desirable elements of written communications from a customer perspective.
- Outline the components of a written communications monitoring policy.
- Identify what written communications standards need to be defined at a minimum.
- Describe best practices for use of standard communication templates versus customisation.
- Identify the most common business writing mistakes.

## Other Training Options

### Private On-Site Seminars

Great Outcomes can provide the popular The Call Center School Quality Assurance class to your site. The cost for the two-day delivery is \$7,500 (plus GST, facilitator travel expenses if any) for up to 12 students.

### Registration

You can register by emailing us: [enquiries@greatoutcomes.co.nz](mailto:enquiries@greatoutcomes.co.nz) or call us to register on 09 523 1400.

