

OVERVIEW

ESI—Quality: A New Approach to Quality

Using Speech Analytics to Measure Agent Performance Against Corporate Goals



The practice of using speech analytics to drive strategic process improvement in call centers has been proven effective and valuable. However, for companies to enact and achieve corporate goals that impact the customer, change must begin at the agent level. The challenge arises when companies try to use existing agent quality management tools to tie into their strategic objectives. Nexidia's newest product offering, ESI—Quality, offers a revolutionary way to manage agent performance against these objectives. ESI—Quality ensures that the goals defined through the use of Nexidia's Enterprise Speech Intelligence (ESI) solution can be tracked and measured at an agent level. ESI—Quality provides the tools needed for contact centers to improve customer service and loyalty through better trained, better coached and higher performing agents.

TIE AGENT PERFORMANCE TO STRATEGIC INITIATIVES

ESI—Quality builds on the strong foundation provided by ESI. It leverages ESI's ability to categorize calls, identify call drivers and provide root cause analysis for problems occurring in the contact center. With ESI—Quality, contact center operators can use the same rigorous approach to apply speech analytics tools at the team and agent level, and better measure specific agent performance as it relates to corporate objectives.

Traditional quality monitoring has been a manual process, relying on supervisors to review a small sample of calls for each agent, often as few as five per month. Without the ability to set agent level metrics against identified goals and by using such a random sample, call centers have been left with an inaccurate

view of performance and a lack of understanding about what specific issues or behavior need to be addressed.

ESI—Quality solves this problem by leveraging Nexidia's patented phonetic indexing and search technology to provide quantitative analysis of 100% of calls. ESI—Quality analyzes agent activity as it relates to strategic, corporate initiatives to ensure that team and agent performance is measured on those activities that are most important to the overall bottom line.

VIEW RESULTS BY SITE, TEAM OR AGENT

Companies that have multiple contact centers, or those that outsource their contact center operations to multiple other agencies, often have difficulty maintaining consistent quality and performance across all these different sites. ESI—Quality provides a complete analysis of all contact center activity, with reports that show performance on key initiatives between sites, between teams within a site, even between agents on the same team. The company can tell at a glance how well their overall operations are meeting corporate expectations.

ESI—Quality automatically organizes calls by user-defined skills and categories, providing agents a score based on how well they met the criteria. By displaying results in this manner, supervisors no longer have to guess which teams or agents need help, or which calls they

Resource	Dissatisfied Calls	Excessive Transfers	Repeat Calls	Product U...	Connectivity...	Email Talk Time	Secur...	All Calls
Ted Degen	✓	✓	✓	✓	✓	✓	✓	✓
Sharron Severe	✓	✓	✓	✓	✓	✓	✓	✓
Clinton Luchfield	✓	✓	✓	✓	✓	✓	✓	✓
Penelope Liberatore	✓	✓	✓	✓	✓	✓	✓	✓
Sharron Severe	✓	✓	✓	✓	✓	✓	✓	✓
Allan Poppek	✓	✓	✓	✓	✓	✓	✓	✓
Berita Balke	✓	✓	✓	✓	✓	✓	✓	✓
Jarrie Gratz	✓	✓	✓	✓	✓	✓	✓	✓
Darryl Maurin	✓	✓	✓	✓	✓	✓	✓	✓
Christian Kittell	✓	✓	✓	✓	✓	✓	✓	✓
Odessa Gannestad	✓	✓	✓	✓	✓	✓	✓	✓
Nelson Corvell	✓	✓	✓	✓	✓	✓	✓	✓
Sandra Spadafora	✓	✓	✓	✓	✓	✓	✓	✓
Nelson Berra	✓	✓	✓	✓	✓	✓	✓	✓
Hugh Cissell	✓	✓	✓	✓	✓	✓	✓	✓
Christian Zeitler	✓	✓	✓	✓	✓	✓	✓	✓
Serena Viles	✓	✓	✓	✓	✓	✓	✓	✓
Louisa Fichter	✓	✓	✓	✓	✓	✓	✓	✓
Clinton Savala	✓	✓	✓	✓	✓	✓	✓	✓
Lirk Buchner	✓	✓	✓	✓	✓	✓	✓	✓
Max Glaspie	✓	✓	✓	✓	✓	✓	✓	✓
Roslyn Granata	✓	✓	✓	✓	✓	✓	✓	✓
Lila Besthears	✓	✓	✓	✓	✓	✓	✓	✓
Lakisha Depaul	✓	✓	✓	✓	✓	✓	✓	✓

ESI Quality Portal: Supervisors can see, at a glance, how goals are being met by the company, by the team, or by specific agent.

should listen to for a more complete performance review. Armed with this information, training can be developed for the most critical issues and delivered to the specific agents who need it most.

DEFINE AND MANAGE GOALS

Quality Initiatives are the driving force of ESI—Quality. These key performance indicators are based on the strategic initiatives of the company, such as improving first call resolution or reducing average handle time, and are the foundation for measuring agent performance. Measurable goals are created to track these Quality Initiatives, with parameters set to show expectations of agent performance. ESI—Quality then automatically categorizes and measures all calls for each agent, and presents the information in a clear Quality Portal report that shows agent performance against the expectations for each Quality Initiative.

As an example, a Quality Initiative can be established to track how well agents are managing average handle time for billing-related calls. Within the Quality Portal, supervisors can see at a glance how well their team is doing as a whole, and how well each individual agent is performing on this initiative.

UNDERSTAND CONTEXT AND PERFORM ASSESSMENTS

Reviewing a single call, or even a few random calls, can be misleading. It does not give a supervisor a true representation

of an agent's ability to handle a specific call type or shed enough light on how that agent is performing against the defined corporate objective because each call is unique. Oftentimes, more information is needed about the context of a call, or a supervisor wishes to evaluate the call on a deeper level. With ESI—Quality, every call in the system that relates to that specific initiative for any agent can be brought up with a single click; this is an invaluable tool to support coaching and performance improvement, as it allows supervisors to coach agents based on their total activity for that Quality Initiative rather than on just a small sample of calls.

After listening to the entire call, or only the marked section related to a specific initiative, supervisors can fill out a customized assessment form. These forms integrate with existing coaching systems, and most importantly, allow performance improvement action plans to be immediately acted upon.

CONTINUOUSLY MONITOR AND ADAPT

Nexidia's flagship product, ESI, continues to be an invaluable tool across all aspects of contact center improvement.

By harnessing ESI's ability to identify call drivers, companies can monitor agent performance against new Quality Initiatives that are developed based on changing trends.

Additional Quality Initiatives can be set up in a matter of minutes within the system, so as the business environment creates new corporate objectives, these objectives can quickly become an integral part of the performance management of the contact center. And parameters are easily modified, so as goals change, progress is automatically tracked.

FLEXIBLE, EASY DEPLOYMENT OPTIONS WITH NEXIDIA

Getting started is faster and more affordable than ever—beginning with a complimentary Proof of Concept analysis using your own call center data. Nexidia's low-risk 90-day QuickStart program and hosted OnDemand service provide access to the full suite of capabilities in ESI and ESI—Quality. Quickly gain insight into customer experience without the time and expense associated with software or hardware installations. QuickStart Solutions can be structured as an ongoing monthly services engagement, a software license purchase, or any combination of these options.

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