

Nexidia Evaluate:  
A New Approach to Quality

Using speech analytics to measure  
agent performance against corporate goals.

nexidia 

## Change Begins at the Agent Level

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 Evaluate offers a revolutionary way to manage agent performance against these objectives. Nexidia Evaluate ensures that the goals defined through the use of the Nexidia Enterprise Speech Intelligence (ESI) product suite can be tracked and measured at an agent level. Nexidia Evaluate 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

Nexidia Evaluate, a product within the Enterprise Speech Intelligence Suite, builds on the strong foundation of Nexidia's speech analytics. It leverages ESI's ability to categorize calls, identify call drivers and provide root cause analysis for problems occurring in the contact center. With Nexidia Evaluate, 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.

Nexidia Evaluate solves this problem by leveraging Nexidia's patented phonetic indexing and search technology to provide quantitative analysis of 100% of calls. Additionally, Nexidia Evaluate integrates with multiple recording platforms, so all recorded calls are accessible in one application. Nexidia Evaluate 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. Nexidia Evaluate

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.

Nexidia Evaluate 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 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 Nexidia Evaluate. 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. Target call sets are created to track these quality initiatives, with parameters set to show expectations of agent performance. Nexidia Evaluate then automatically categorizes and measures all calls for each agent, and presents the information in a quality scorecard tab of the dashboard which 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 equipment-related calls. Within the quality scorecard, 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, PERFORM ASSESSMENTS AND COACH AGENTS

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 Nexidia Evaluate, 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 evaluation form. Forms are based on templates, with specific categories and questions, and they support default answers, annotations and hints to assist the evaluator when needed. A special feature is “Question Branching,” where the current question posed is based on the response of the previous question. “My Evaluations” provides a repository of all saved evaluations for a specific supervisor, and incomplete evaluations may be saved and closed for completion at a later date. These forms allow options for performance improvement action plans to be immediately acted upon by agents.

Nexidia Evaluate also provides the ability to audit completed evaluations to ensure consistency and quality management in agent review. Additionally, support is included for creating and tracking calibration exercises for the evaluation team.

**CONTINUOUSLY MONITOR AND ADAPT**

Nexidia’s flagship product, Enterprise Speech Intelligence (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 a contact center’s own data. Nexidia’s low-risk 90-day QuickStart program and hosted OnDemand service provide access to the full suite of capabilities in ESI and Nexidia Evaluate. Contact centers can quickly gain insight into the 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.

For more information, please contact us at [info@nexidia.com](mailto:info@nexidia.com).

Name	Care ATT	Care Non-Talk %	Billing ATT	Billing Non-Talk %	Robust Non-Talk %	Disappointed Calls/Day
David (1210)	...	...	...	...	...	...
Anna Smith (1210)	...	...	...	...	...	...
David (1210)	...	...	...	...	...	...
Tamara Johnson (1210)	...	...	...	...	...	...
Ruth Davidson (1210)	...	...	...	...	...	...
Charles Pittman (1210)	...	...	...	...	...	...
Ruth Davidson (1210)	...	...	...	...	...	...
Charles Pittman (1210)	...	...	...	...	...	...

**Evaluation Form**

Template: Customer Service | Supervisor: Ruth Carey - 7/29/2011 - Customer Service | Overall Score: 44.66 / 50 (89.32%)

Question	Answer	Score	Points	Weighted Score	Notes
Did the Agent quickly determine the reason for the call?	Yes	10	10	10	
Did the agent concisely re-state the reason for the call to the caller?	Yes	8	8	8	
Did the Agent resolve the issue in a reasonable manner?	Yes	20	20	20	
Did the Agent explicitly ask the caller whether they were satisfied with the resolution?			10		
Did the Agent explicitly ask the caller whether they were satisfied with the resolution?	Yes	5	5	5	
Did agent swear at caller			15		

**Evaluations**

Templates: Customer Service

Version	In Progress	Published
1	0	0
2	0	2
3	0	4
4	0	0

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