



## Voice Quality Is King Of The Contact Center

*Mark Hemmert, VP Sales & Operations for Psytechnics,  
explains why quality of experience still rules*

Consumers are becoming increasingly savvy when it comes to demanding acceptable, if not outstanding, customer service from company contact centers. Recent research by GfK NOP suggested that nearly half of 25-44 year old consumers have changed suppliers because of a negative call center experience and, what's more, they are becoming increasingly likely to relay this information to their peers. Successful interactions with a contact center, on the other hand, can lead to consumers strongly advocating a company's brand.

Although customer service has always been a focus for contact centers, contact center management are becoming increasingly aware that agent satisfaction is also paramount to contact center success. Experienced agents are not easy to find, and more importantly are not easy to retain if acceptable work conditions are not met. A new study by YouGov on behalf of consultancy firm Sabio reveals many contact center workers are not getting the correct tools and information required to fulfil their potential in their jobs.

According to the research, over two thirds of agents have problems hearing customer calls, and many agents suffer frustration due to poorly performing technology applications. Poor call quality forms the basis for the majority of complaints from both contact center customers and agents, with the rise of voice quality issues further fuelled by today's preferences for remote working conditions and the outsourcing of contact center activity, often to distant international locations.

Whilst the widespread of IP telephony means that businesses can cut total costs and consequently offer more competitive consumer rates, unacceptable customer call quality across IP telephony systems deployed by company contact centers can mean that customers become disillusioned with a brand, and contact centers can lose invaluable staff talent. The combined effect can ultimately result in a substantial loss of revenue for the company as a whole.

Quality degradation can also have additional, more serious side effects. According to regulatory governance in some industries, contact centers are under obligation to record all customer calls in case of legal dispute. Any degradation of quality will be further magnified by the compression process used during call recordings, and if call quality during playback is too low, a customer dispute may not be able to be resolved. We believe, therefore, that measuring and controlling the quality of experience is integral to a consistent and acceptable experience for both call center users and agents, and to the success of the entire contact center industry.

As IP telephony becomes commonplace, ensuring that voice data is correctly transported from one point to another is only part of the picture. Delivering and assuring call quality across what are increasingly complex multi-vendor technology platforms depends on more than just the testing of the network. Without quality of experience software to monitor, alert and troubleshoot on a real-time basis, businesses and consumers will continue to experience frustration with IP telephony technology. And with unified communications about to bring video and other applications into the contact center mix, quality of experience will come even closer to the fore.

Contact Psytechnics at [info@psytechnics.com](mailto:info@psytechnics.com), 603-427-6500, or visit [www.psytechnics.com](http://www.psytechnics.com).