VPI™

WHITE PAPER

Quality Assurance 2.0

The Rebirth of Contact Center QA

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Introduction

As the economy continues to slowly recover, organizations remain under pressure to further reduce their contact center operating expenses while optimizing the customer experience – all without making major resource investments. To accomplish this, it is absolutely crucial to gain a thorough understanding of customer needs and expectations. This is particularly pertinent right now due to the fact that the economy has strongly impacted the spending habits and priorities of most consumers, while Social Media and other technologies have improved their knowledge. Cognizant of this new environment, contact centers are diligently looking for better ways to improve quality, customer satisfaction and retention, operational effectiveness and cost reduction – all at the same time.

> **“Even in a negative economy, customer experience is a high priority for consumers, with 60% often or always paying more for a better experience.”**
>
> - Harris Interactive, Customer Experience Impact Report

- Word travels fast. With the advent of Social Media, QA is becoming more important than ever before as it takes just seconds for a customer to rave about or complain and bash a brand to thousands via blogs, Twitter and Facebook.
- Customers are now much more comfortable with the idea of using self-service channels such as the Web and IVR for basic inquiries or tasks, such as checking an account balance or merchandise shipping status. When they actually take the time to call into the contact center, customers expect fast and competent answers to more complex inquiries. The majority of those phone interactions are far more important to individual customers than ever before, thus the QA of these communications is becoming more important than ever before.

The measurement of performance is fundamental to contact center operations of all sizes. The contact center quality assurance (QA) measurement process is often one of the main performance data collection vehicles for management. **With the power of smart, analytics-driven QA, organizations can, indeed, see the quality of their operations and customer interactions clearly at all times, along with early warnings of problems and bottlenecks**. However, few contact centers have implemented a well thought-out program, nor do they have adequate resources in place to meaningfully track and improve performance or quality, let alone provide customer feedback to the rest of the organization to enable strategic- or tactical-level business improvements.

> **“86% of consumers quit doing business with a company because of a bad customer experience, up from 59% 4 years ago.”**
>
> - Harris Interactive, Customer Experience Impact Report

Traditional contact center QA has been used to monitor and improve internal agent quality and compliance for the past 30 years. These traditional QA tools and processes that are still in use are too cumbersome and inadequate to embrace the latest customer mindset. Let's face it - they are not really designed for this purpose. The fragmented, unfocused data they deliver can hardly provide any reliable business insights at all, and they often limit or stifle the cognitive abilities of contact center agents and supervisors, and dull their motivation to do well for their organization. Much more could be achieved at contact centers with the resources that are already in place - when using the traditional types of tools smarter, keeping everyone better informed and engaged, and directing human resources, technologies and processes towards achieving clearly defined goals.

Consumers are becoming much more sophisticated. Delivering an exceptional customer experience across multiple touch points goes beyond the traditional integration of technology – it requires improved agent skills and the real-time orchestration of the full array of the contact center‘s knowledge resources and relevant applications by making them more intuitive and efficient. Customer Experience Peer Research study conducted by Forrester Research in 2010 revealed the following alarming statistics:

- Only 30% of today‘s organizations incorporate the needs of target customers into their decision-making process
- Only 31% recognize and reward employees across the company for improving customer experience
- Only 31% closely monitor the quality of interactions with target customers
- Only 40% report that their employees fully understand the key attributes of the brand they represent

Inherently, one of the leading strategies for today‘s organizations is to undertake the unified monitoring of all customer interactions to gain accurate insight into present and future customer behavior. The focus is no longer just on recording calls or randomly checking on how well agents adhere to scripts and policies, but much more on prioritizing recordings and data presentations across channels according to their business value – so that every minute of the in-depth quality evaluation is optimized by its potential to deliver business insights. With this comes increased attention to how the data that comes with customer interactions can be better collected, consolidated and promptly turned into actionable information. These timely insights and revelations can be used to benefit the organization by improving the overall customer experience, which helps cement customer loyalty.

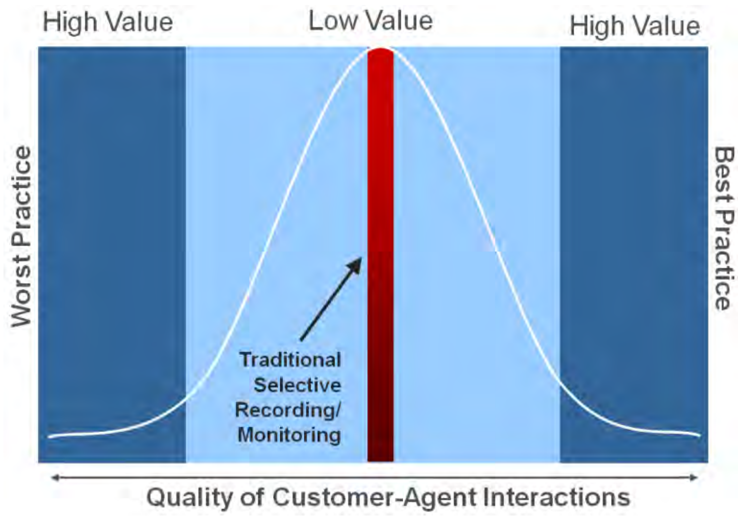
Limitations of Traditional Quality Assurance

Traditional contact center QA has reached the end of a good long life. Traditionally, QA involved random recording or the selection of a random sample from all recorded calls from which to periodically evaluate and score a small number of calls for each agent. The objective was to confirm that agents exhibit desirable behaviors, without deviating from prescribed internal rules, scripts and policies. The outcome of the evaluation was then reflected in the agents‘ compensation. Clearly, there is no room for incorporating an objective view of customer satisfaction.

The three major shortcomings of traditional QA are:

- **Primary Focus on the Agent** – Most recordings of customer-agent interactions carry relatively low business value. Consequently, most random samples of recordings are likely to provide low-value information. Often, the only thing that can really be assessed is the quality of agent communication in a single interaction. This methodology makes it very difficult and unlikely for managers to get to the most important calls with coachable content. Since traditional QA systems provide limited to no insight into operational processes or the customer experience, managers are unable to make informed business decisions, unless other tools are in place (and more time is invested) to look at customer communications from a more intelligent perspective.

  Although traditionally seen as ―objective”, random QA monitoring is wasteful. It consumes time and resources, but provides limited business insights or guidance, and does very little to help reduce agent turnover. Evaluating low value interactions only adds to the cost to an interaction that‘s already costing you a lot of money.



- **Manual, Time Consuming Workflow** – Traditional QA often involves many manual, tedious, arbitrary tasks that do not take attributes of different types of calls into consideration. Not only does this expend resources and drive up costs needlessly, it interjects inconsistencies throughout the agent evaluation and coaching lifecycle. What's more, it fails to balance agent excellence from a customer or business perspective with internal compliance. The problem is deepened by the fact that most quality measurement tools are rigid or inflexible to change, forcing managers to focus on compliance-driven tracking and reporting – quality is assessed in accordance with internally developed standards and procedures that can be outdated, outmoded, or even assuming that the contact center is already providing the right products and services to its customers. Therefore it is not surprising that many contact center managers operate with irrelevant quality statistics and do not achieve business objectives – they're too busy taking ineffective actions aimed at attacking the symptoms of deficiencies rather than their root causes.

> **"Supervisors often have to sift through or sort through dozens of calls or dead airtime just to find one coachable exchange. In that case, managers spend only 10 percent of their time reviewing and coaching, with the other 90 percent spent searching for meaningful exchanges."**
>
> - Dick Bucci, Principal at Pelorus Associates

> **"Internal monitoring isn't enough to protect your brand and customer experiences. After all, you don't own your brand anymore. Customers do. So managing and monitoring end-user interactions from the critical customer perspective is more important than ever."**
>
> iqservices

- **Difficult to Assess Effectiveness** –There are many cases when QA evaluations are performed in bulk at the end of the month. Feedback and coaching is then given to the agents at month-end when they have already forgotten about the interaction and can no longer make a connection. Plus, most businesses have found themselves stuck in the rut of adding new QA components to an already hefty QA form as the industry, market, and business focus changes, rather than reworking the QA template and process entirely. It is no wonder that the forms have become overly complex, all inclusive, and have generally yielded no positive lift to QA trends. Instead of helping to improve quality, these comprehensive QA forms have caused unbelievable customer dissatisfaction, organizational turmoil, and reduced agent morale and job satisfaction. The root of these issues is that such QA forms often focus on so many process and QA requirements that they end up posing as distractions from addressing the reason for contact. Using a QA template that takes upwards of 30 minutes on average to complete when scoring a two minute contact only adds to the cost of an already expensive interaction.

- **Siloed from Other Important Systems** – traditional QA systems and reports were siloed from other contact center performance management systems. There was no easy way to coordinate delivery of agent training assignments that were based on a combination of QA scores and Key Performance Indicators (KPIs). And, there was no way to report on how improvements in QA skills impacted other contact center performance metrics, such as whether customer satisfaction was improved or sales increased.

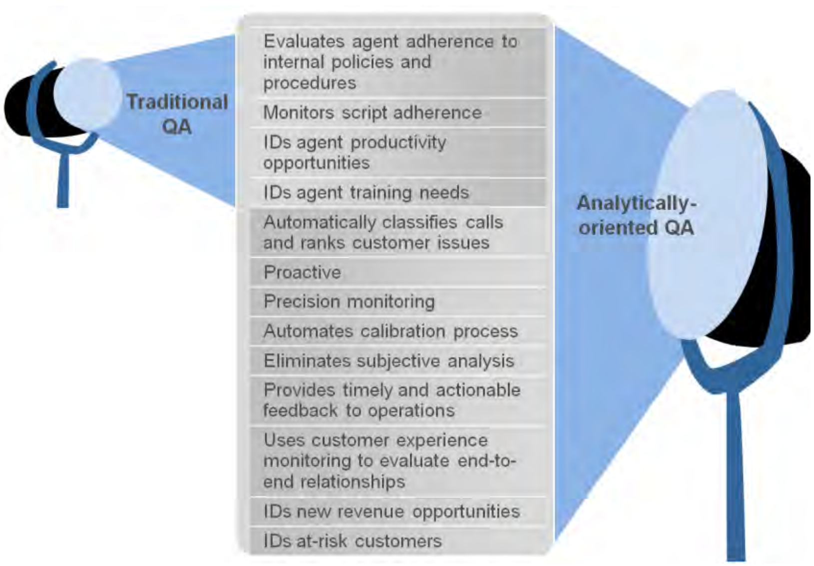
The Rebirth of QA

The new generation of QA goes far beyond internal agent compliance – representing a rebirth and evolution of the concept of QA designed to meet the needs of today's contact centers. The new approach provides insight and information – not only on agent performance based on compliance with internal rules and critical industry or legal regulations, including PCI DSS and HIPAA – but it also measures the customer experience, business value, and performance of various technologies that support the transaction. It does it much more efficiently than ever thought possible. The new, intelligent QA systems rapidly identify and deliver insights into critical business issues and opportunities to improve the customer experience and revenue. Perhaps most importantly, **Quality Assurance now encompasses the entire process of doing good business throughout your contact center.**

In this era, we define Quality Assurance as:

Quality Assurance (kwol-i-tee *uh*-shoo-r-*uh*-ns) – **verb**:

1) A proactive method for rapidly **identifying and resolving business issues** associated with customer interactions.
2) A requirement to **minimize liability risk** and **ensure compliance** with laws, regulations and internal policies.
3) A continuous improvement process to **enhance customer experience, operational effectiveness** and **profitability**



Source: DMG Consulting LLC

Instead of recording a small percentage of calls and randomly listening to a few of them each month, leading contact centers are beginning to focus the Quality Assurance process on the business areas that they want to improve most. They capture all of their multi-channel customer interactions and then automatically categorize and prioritize them for review and quality evaluation by type and business value. The basis of effective QA monitoring is to be a few steps in front of your customers, not a step behind. **Utilizing**

analytics and workflow automation, new QA tools can also reduce the manual steps required by most QA applications by 60 to 80 percent.

Shifting the Focus from Agents to Business Issues and Opportunities

> **"The top three drivers for investing in customer experience management are:**
> **1. Improve customer retention (42 %)**
> **2. Improve customer satisfaction (33 %)**
> **3. Increase cross-selling and up-selling (32 %)."**
>
> \- Aberdeen report on Customer Experience Management: Engaging Loyal Customers to Evangelize Your Brand

More and more companies are wising up to the industry trend of tossing out those outdated, all-inclusive QA forms and replacing them with an effective set of abbreviated forms and processes that focus on critical business essentials as well as customer satisfaction. This makes perfect sense since customers are not likely to be aware or feel dissatisfied if an agent fails to address them by name three times in accordance with the QA policy. Customers are not as concerned about an agent following company script as they are in ensuring that their issue is resolved. In fact, most customers appreciate customized contact handling for their specific needs, and frequently disengage when being offered standard scripts or approaches. Most customers are focused on receiving fast, courteous assistance while getting information or issues resolved, so the QA forms and processes used for monitoring should focus on that, with the most critical component being issue resolution, and/or first contact resolution (FCR), tied to a specific issue that the customer calls about. Customer opinion should become an inseparable component of today‘s QA.

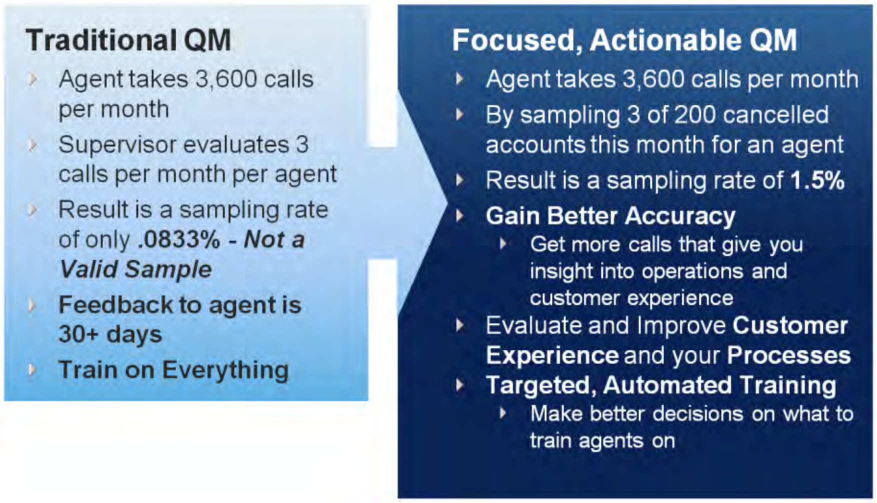
In other words, the days of monitoring contact center agents randomly to find out what they have been doing wrong during calls is history. In these days of enlightened leadership and sophisticated, intelligent routing technology, call quality monitoring has evolved from internal surveillance to performance improvement and skill development. The QA process no longer depends only on call playback and form-based scoring.

With the latest, analytics-driven QA technologies, you can interact with a variety of data and rapidly uncover and help address critical business and customer experience issues across all customer communication channels – cost effectively and rapidly. They get to the heart of significant issues by helping organizations rapidly pinpoint ways to improve their business and its alignment to customer needs in ways that transcend agent behavior, yet fully account for this key performance element. **These unique, unprecedented tools equip contact centers to improve the overall customer experience and bottom line in ways that were previously only possible with complex, costly analytics.**

Intelligent Sampling

The saying in business that you can‘t manage what you can‘t measure is so true that it became a cliché‘. Latest-generation QA systems breathe new life into this overused expression.

Using extensive data collection, these systems are able to deliver a sample of the high-value calls and targeted QA evaluation forms to managers and QA analysts for evaluation. With this, they can quickly find and pinpoint the issues that have the greatest impact on contact center operational costs and customer experience. **This allows contact centers to maintain their current sample size of calls to be monitored each month – with increased business impact of QA monitoring by targeting specific, high-value interactions using meaningful sampling rates.**



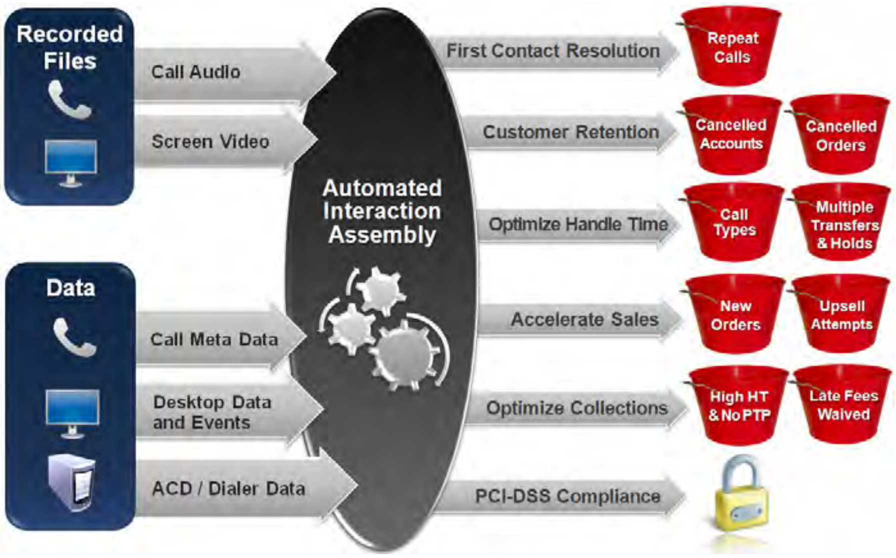
The Value of Desktop Screen Analytics

Screen analytics introduces automated call categorization and prioritization according to each call's business value into new-generation Quality Assurance. It can be used to automatically pull critical business data from applications that are used by agents as they deal with customer issues – even without back-end integrations with those applications. Desktop screen analytics are typically easy-to-implement tools that automatically detect events and data directly from application screens or application fields accessed or entered by your employees and tag them to appropriate points within recorded interactions. You can pull information like Customer ID Number, Case ID Number, Account ID, sales order value and collections values directly from your screens – and tag that data to your call recordings. Organizations are also tracking information like: “Was the call put on hold?”, “Was it transferred?”, “What level of employee was it handled by?”, “Was it a VIP customer?”, “Was there a sale or no sale?”, “What was the value of the sale?”, etc. When enriched with this data, recordings can be organized, reported on and analyzed very effectively, even before being played back.

Desktop screen analytics systems have the ability to capture and tag a wide variety of valuable data and events to interaction recordings according to their type.

Automated Call Categorization

As Desktop Screen Analytics mechanisms gather the data, the new QA system can automatically classify your most important calls so that you can focus your evaluation and analysis efforts on higher-value calls. These higher value calls may include those from high value customers, high value transactions, costly repeat calls, missed up-sell opportunities, long hold and handle times, multiple transfers or escalations, and calls with a specific product focus or product issues. Here are some examples of call classifications:



Desktop Screen Analytics automatically assembles, identifies and classifies your most important customer interactions.

Recordings tagged with metadata help organizations take action based on high value attributes. For example, in order to identify and analyze low First Contact Resolution (FCR) rates, they identify and monitor inbound interactions with the same case ID – or same customer ID and the same reason for contact – in the last X number of days, and all such related calls would be automatically associated. Evaluators who focus on FCR may then discover that a recently introduced new product or service is affecting FCR adversely. Other types of root causes may drive the call activity for the same account. For instance, new agents to a program may be misdiagnosing the problem or misinforming the customer. Furthermore, they may be inputting wrong or inaccurate call work codes for the same account or case ID. Latest-generation QA systems can uncover these hidden causes, even without complex performance analytics or speech analytics.

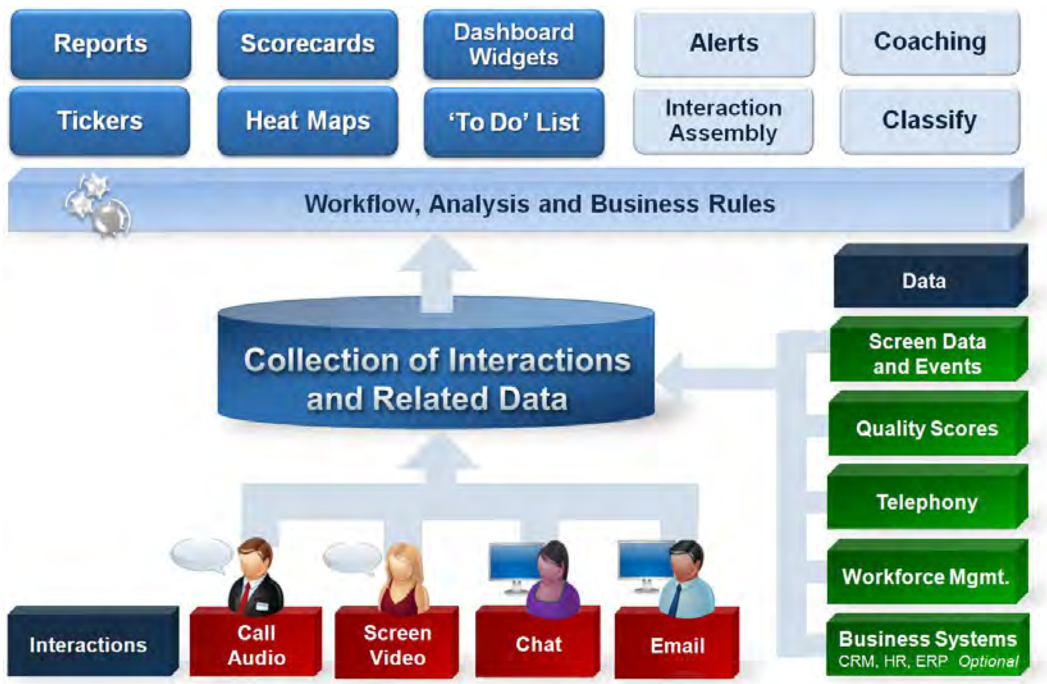
Leveraging Business Rules in QA Workflow

Classifying calls with metadata is one piece to the puzzle, but the primary logic behind the operation of the latest-generation QA system is the Business Rules engine that takes a wide variety of automatic actions based on call, screen, and QA information collected. For example, the collected data can be used to determine selection criteria for quality monitoring, selection of the most appropriate evaluation form, or triggering of management notifications when monitored processes go out of whack. The rules engine automates a significant amount of workflow from a variety of perspectives.

Here are a few simple examples of how the rules engine acts:

- It classifies and helps to monitor calls with long handle times between key processes. This information can be used to identify the causes of higher handle times beyond what is normal for that type of transaction. Is it a training issue or is it a customer who may be having a language barrier issue? Was there an event that is causing higher than normal call volumes? Is this issue caused by a process or a technology?

- It classifies and helps to monitor calls with a high number of holds or longer hold time. Are these calls abnormal? Or is your staffing not able to meet the demand? Are the calls diverted to a 3rd party provider?
- It classifies and helps to monitor calls with a high number of transfers. Are the transfers caused by a training deficit of a particular agent? Or is the call misrouted to the wrong department? Are the customers calling the correct number and extension?

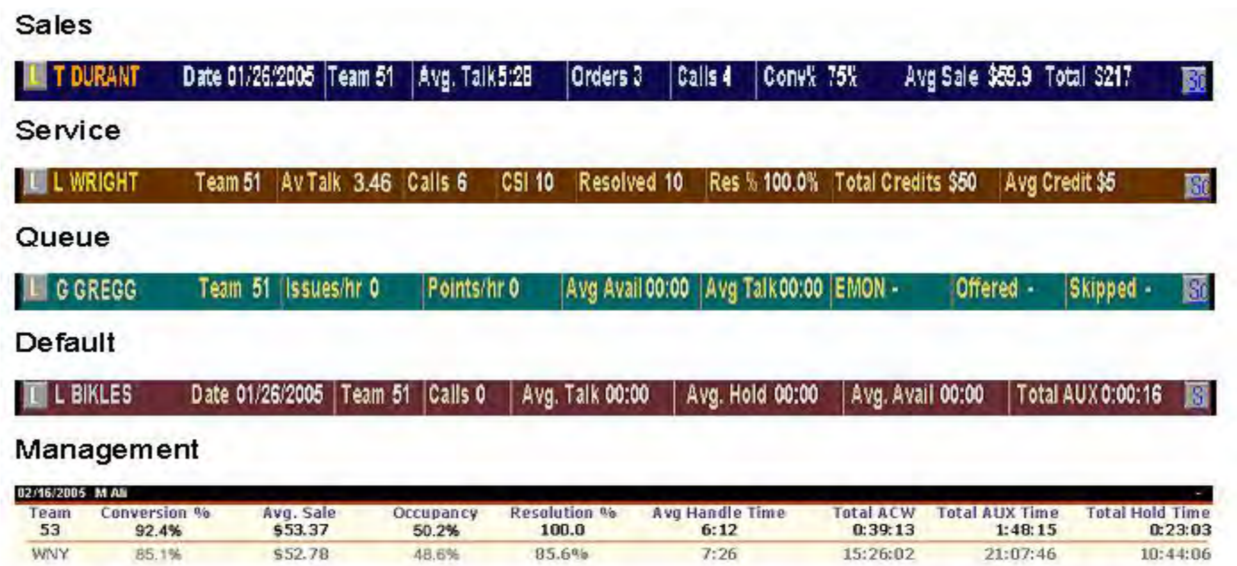


One of the key tasks that the rules engine performs is **deciding which interactions need to be reviewed and who needs to review them**. It can recognize the type of interaction that is setting off the rule and automatically suggest the most appropriate evaluation form to be used for the inspection. Instead of having your QA evaluators manually hunting and pecking through a pool of calls for potential evaluation, the rules engine automatically takes care of this by creating a ―to do" list and assigning tasks to the people best qualified to perform the evaluation of each type of interaction. For example, the call selection criteria may be driven by data about the interaction outcomes, such as product or service sales. Agent quality may be assessed at the same time, via the same form - when calls for review are identified by the same criteria for each agent, individual agents are being reviewed objectively.

Meanwhile, a C-Level Executive in Sales and Marketing may be interested in reviewing specific highest value sales interactions with high-value customers regardless of which agent fielded the call. She may be looking at the workflow from an entirely different perspective using an entirely different evaluation form, or no form at all. Perhaps she‗s interested in judging how a new bundled offer is performing. Sure, the agent behavior may still be a component of the review, but performance of the offer itself may be more interesting to the Sales Teams.

Completing the QA Process

Quality and performance can be improved once findings are interpreted, visualized and shared in a timely manner. These findings should be able to automatically trigger appropriate actions, such as personalized selection of learning content for each agent, or automated triggering of notifications or alerts aligned with each manager's focus and responsibilities. Modern QA systems can also automatically consolidate quality scores into scorecards that can be viewed from various timeframe perspectives and accessed at any time. Collected data can be presented even faster and more proactively in real-time tickers with the data color-coded according to its proximity to goals or thresholds. Following is an example of a ticker from 1-800-FLOWERS.com – they use tickers for fast management insights as well as periodic updates delivered to agents. 1-800-FLOWERS.com found out that when kept in the loop, agents are naturally encouraged to improve their performance.



Finally, completing the loop, once we've defined our areas of interest, captured and consolidated information, applied rules to direct our inspection, and automatically taken action to improve the results, we need to include the process with controls to ensure our efforts remain effective. Again, counting on the rules engine to monitor key performance indicators, the most important information can be directed to the people that need to take action – whether that's an agent or an executive. Ultimately, by delivering the Right Information, to the Right Person at the Right Time based on individual, team, or contact center performance, your entire organization can immediately address business issues as they happen.

In other words, the latest QA systems make the performance data always accessible, in real-time, even before the end of the reporting period, when

Holistic, Improvement-Oriented Contact Center Quality Assurance supervisors and agents can still do something about the metrics that matter. This allows for corrective actions to occur before much harm is done to broader customer relationships.

The elements of control and improvement bring us full circle. They take us to the premise that the information is not disjointed, but it follows a specific, well thought-out purpose. A truly holistic Quality Assurance process encompasses: **DEFINING** goals and players; **MEASURING** and data gathering; **ANALYZING** via intelligent QA; **IMPROVING** through timely feedback and action; and **CONTROL** of the process and results. This completely closed loop is much more effective than what may have been misrepresented as QA over the last ten years.

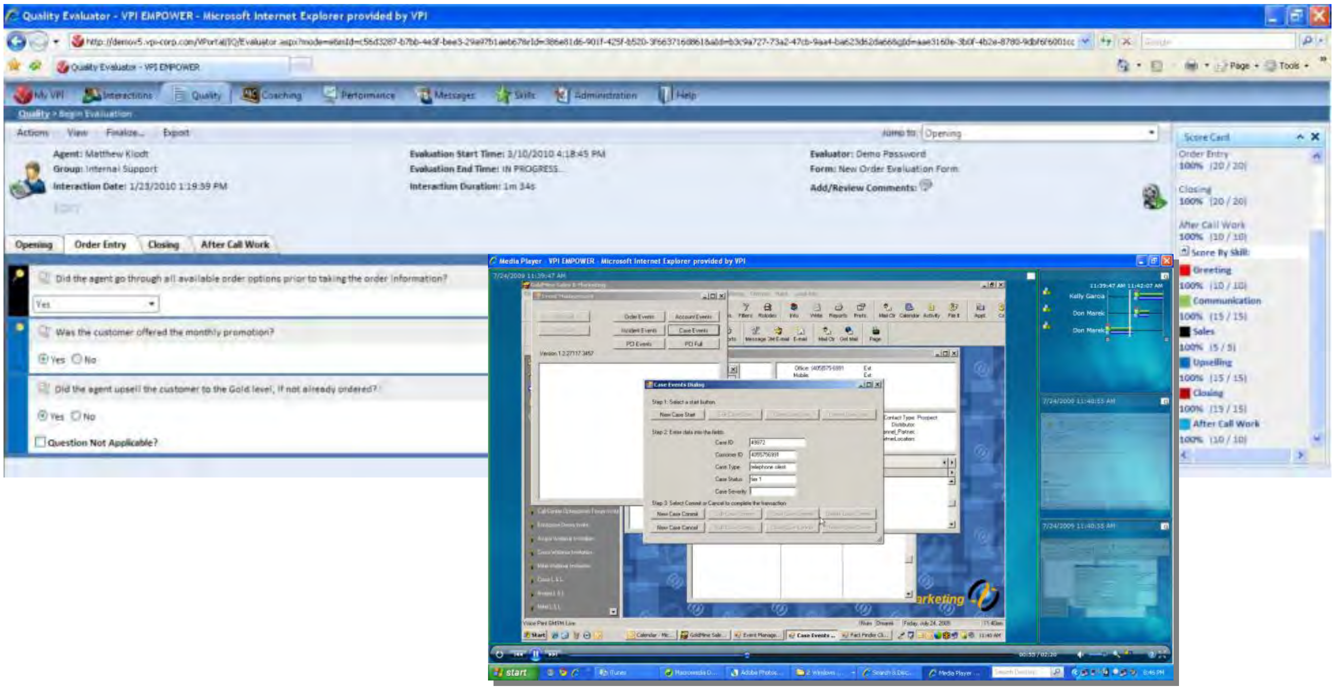
Automated Quality Assurance Workflow

The new Quality Assurance solutions automate low value, repetitive, mundane tasks in the QA process in order to reduce wasteful activities and operating costs.

Automated Selection and Assignment of QA Evaluations

It is no longer necessary to spend hours or days manually hunting for interactions to be evaluated or to provide insights into root causes of problems. Modern quality management software suites can automatically identify high-value interactions and send all of them, or optionally a statistically valid sample, to designated QA evaluators. Equally as powerful, such software can automatically select the appropriate quality evaluation form that will best measure the impact on key business issues.

QA Evaluator To-Do List

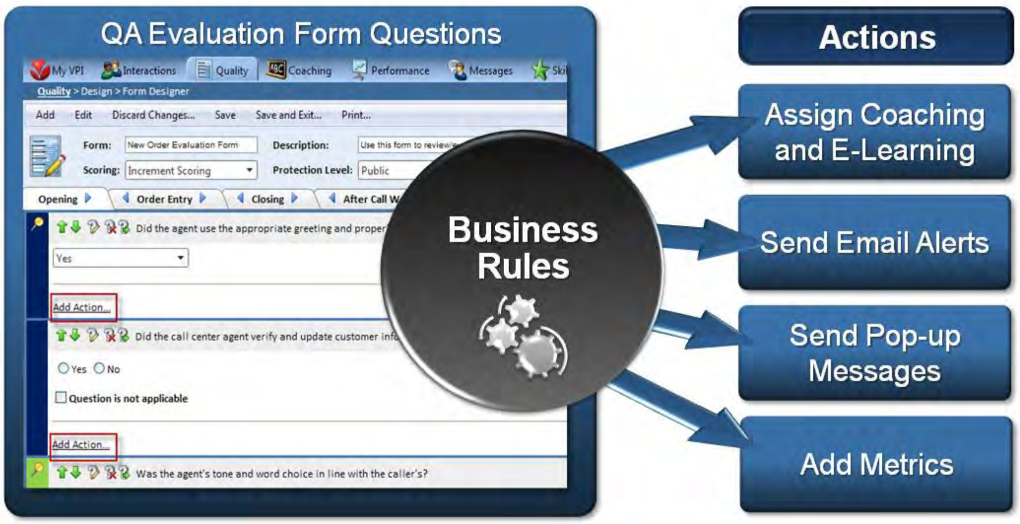


QA evaluations can be conducted from nearly anywhere – courtesy of a Web based interface.

Smart Evaluations

Smart Evaluations enable non-technical users to create dynamic QA evaluation forms and assign automated actions to quality scores, such as triggering desktop E-Learning, coaching, emails and actionable alerts and notifications to front-line employees and managers according to actual scores on question, skill, or form level. To increase the speed and accuracy of performing evaluations, some or all evaluation questions can be automatically scored using pre-fills of agent performance metrics related to the interaction being evaluated. We highly recommend incorporating customer survey results into quality evaluation forms, essentially creating hybrid forms where a portion of the feedback is provided directly by customers – data from customer surveys should be used to pre-fill appropriate sections of the evaluation forms. Once the QA evaluator opens the form to perform internal evaluation, customer feedback data is already there and helps increase the objectivity and accuracy of internal grading.

With this Smart Evaluations capability, training and coaching is delivered faster and much more consistently to all agents. It is also much more relevant when triggered based on a combination of both sides of the feedback – internal QA team‘s scores and customer opinions.



Turning Quality Assurance into Actionable Improvements

The standard for excellence in establishing a best-in-class contact center organization is now based upon the ability to measure performance accurately and consistently. Consequently, the traditionally reactive Quality Assurance process is becoming very proactive. Contact centers will not realize their full value strategically if they cannot deliver tactically. This tactical delivery requires that you know on a daily basis the ‗health‘ of your customer service delivery. Up-to-the-minute dashboard reporting will help you focus on the areas that need your attention immediately. Leverage technologies that provide early warning alerts that can be triggered based on pre-defined thresholds in order to send automatic notifications of negative outcomes or trends to individuals or teams.

This focused and tactical reporting assists you in timely problem resolution and exception management and will pinpoint where you need to focus your time and energy. The ability to analyze both team and individual metrics that focus on the quantity as well as quality aspect of the center‘s performance is crucial. The contact center represents the voice of the customer and a strategically important marketplace feedback loop for the rest of the organization. There is no getting around the importance of periodic, timely reporting and the role it plays in your success and the success of your enterprise.

Sharing Key QA Metrics with Managers and Front-line Employees in Real-Time

The new Quality Assurance tools and processes deliver accurate intelligence in the right context to executives, managers, supervisors and agents, enabling agent quality and operational problems to be identified, understood and resolved faster. These technologies come with tools for consolidated reporting that make it easy to see the status of key metrics and how improvements in those metrics impact other metrics. Now you can have a convenient, single source of reporting across all agents, departments and programs.

Look for QA solutions that enable you to:

- Distribute key QA metrics to employee desktop tickers and personalized Web dashboard reports
- Target the delivery of proactive, early warning alerts and notifications
- Automate the delivery of repeat interactions for targeted quality monitoring and root cause analysis
- Assign targeted Coaching and eLearning content and quizzes to rapidly close skill gaps
- Flag and share best practice interactions for training

Personalized Web dashboards and scorecards help track the progress of improvement efforts along with other key business initiatives.

Target Coaching, eLearning Content and Quizzes to Rapidly Close Skill Gaps

Frequently, poor contact center performance is a result of under-trained, unsupported, or unmotivated agents — they don't have the skills or information they need to resolve the request or problem. This gap tends to be even more pronounced in environments that involve remote or home based agents.

An analytics-driven quality monitoring solution will help you address these types of challenges rapidly and cost effectively by providing agents with personalized tools and training to get the job done right the first time. They enable the distribution of targeted, self-paced training to agents based on their specific skill gaps – without impacting call handling or service levels. When integrated with workforce management systems, training delivery will be optimized for access during scheduled, slow or idle times.

> **“60% of all repeat calls are process or training driven – business processes are not in place to meet the customer's need, and agents have not been given the training required to meet the customer expectations that have been set by marketing or elsewhere in the business.”**
>
> **Frost & Sullivan**

Automated desktop coaching is a fantastic supplement to formal classroom or side-by-side training. Only those agents that fall behind on certain quality or performance metrics will receive targeted coaching at their desktop based on coaching schedules. Combining desktop coaching with training typically results in an average overall productivity gain of 88%.[1]

Companies that have implemented coaching programs[2]:

- Reduce average handle time by as much as 20%
- Are 50% more likely to have lower turnover
- Achieve 27% greater profitability
- Have 56% higher customer loyalty

Sources: 1. The International Personnel Management Association, 2. Gallup

Apart from training and coaching agents according to their skill gaps, teach them new skills that will make their goals more readily attainable – help them view service from the customer perspective, so they can determine how best to serve the customer.

Conclusion

The market has never been more competitive. As this situation continues to escalate, organizations strive to seek innovative ways to differentiate themselves, and customer service is a key area in which to do so. Organizations such as Zappos have built up their brand and success by placing customer support as a core strategy. Over 80% of North American companies view the customer experience as an area of differentiation. Why? Simply put, it works. Look for this number to grow next year.

The new approach to Quality Assurance takes a much more comprehensive attitude towards measuring and improving customer interaction quality in ways that benefit today's customers and business organizations alike. This next-generation approach supports your team's ingenuity as you define goals for your contact center performance. It allows organizations to:

- Measure key criteria and interactions that are central to goals.
- Identify and confirm root causes through analytics driven quality monitoring.
- Improve agent behavior and critical processes through real-time tickers, scorecards, alerts and E-learning.
- Develop a secure, central framework to continuously control the processes and monitor results.

Times change, and we don't know what tomorrow will bring. Technologies continue to evolve and customer needs and demands will undoubtedly change also. This is why it is vital to strive to provide the best possible customer experience on an ongoing basis, and adopt the tools and methodology that will enable you to evolve and prepare for the challenges that lie ahead. Thanks to the new QA solutions and processes currently available, you can now take control of your organization's ability to meet the challenges and demands that lie ahead.

About VPI

VPI (Voice Print International, Inc.) is the premier provider of integrated interaction recording, analytics and workforce optimization solutions for enterprises, contact centers, trading floors, government agencies, and first responders. For more than a decade, VPI has been providing proven technology and superior service to more than 1,500 customers in 50 countries. VPI's award-winning VPI EMPOWER helps organizations of all sizes uncover the root cause of important trends and issues via drill-down reports, rapidly retrieve and share recorded interactions, and easily evaluate employee performance with quality evaluation tools from anywhere – all from a personalized Web-based portal interface. For more information, visit www.VPI-corp.com or call 1-800-200-5430.

VPI EMPOWER

VPI EMPOWER is a powerful, modular suite of Web-based contact center workforce optimization solutions, comprised of applications for multimedia interaction recording and analytics, quality evaluation, electronic learning and coaching, and real-time performance management. VPI EMPOWER marks a radical departure from the conventional solutions currently available to contact centers.

VPI EMPOWER helps forward-looking organizations gain an aggregated and unified view of customer experiences across all communications channels. It serves as an effective quality and performance management tool that is intuitive and robust to help organizations learn more about the overall customer experience and other dynamic business trends internally, before they become widespread across all communications channels. For any business initiative that requires insight into customer sentiment, the solution helps companies gain deep customer understanding by collecting, consolidating and unified presentation of customer data across channels. When partnering with VPI, organizations can gain a better understanding of customers, competitors and changing market dynamics through timely analysis of all direct customer interactions. By combining intelligence gathered in the contact center and branch and back-office operations, organizations can gain a more holistic picture of enterprise customer service, along with insights to drive decisions on processes, product development and marketing campaigns. The VPI EMPOWER solution provides a comprehensive, unified interaction analysis that is easy to manage and robust enough to scale up as the needs of the organization evolve over time.

VPI EMPOWER is comprised of the key modules: VPI PERFORMANCE, VPI QUALITY, and VPI CAPTURE – all operate on the same database and utilize the same user interface, which allows for unified feedback and insights.

- VPI PERFORMANCE gathers data from a wide variety of sources, commonly ACD data, WFM data, quality assurance data, and operational system data like sales or service ticket systems, and consolidates all this data in real-time for highly personalized views and actions depending on business roles of various users. VPI PERFORMANCE keeps agents in the loop, whether they are in-house or at-home, with data presentations that encourage improved performance. It keeps managers in the loop by watching key metrics at all times and alerting to anomalies through desktop tickers, graphical dashboard widgets, reports, and messages -- providing a one stop shop for managers to dig deeper into information and take action. VPI PERFORMANCE automatically assigns personalized coaching to those individuals that need to improve, such as when their specific key performance indicators are not what you expect. And it quickly shows executives a consolidated view into the overall health of the enterprise, highlighting areas that need attention from both, an agent performance and business process outcomes points of view.
- VPI QUALITY PRO is the module that automatically identifies high-value interactions that require inspection, determines who should inspect them, and selects the most appropriate QA evaluation forms that should be used to record observations. VPI QUALITY PRO can be set up to pre-fill evaluation forms with data automatically. It compiles actionable measures on quality from an agent skill point of view, and just as or more importantly, it helps organizations inspect specific processes that are important to their business –like sales conversions, or customer churn events, or multi-call resolution. The system can trigger personalized coaching or eLearning assignments automatically and immediately, based on quality scores on evaluation form, skill, or even a question level.
- VPI CAPTURE is the module that records, stores, and manages all interaction files – voice, screen video, or multimedia, along with a wide variety of associated data. In essence, an interaction file that is captured becomes an important element of data to support performance improvement and policy compliance.

The three main components work together in a completely integrated approach, or each of the three can stand alone, or in any combination thereof. To put it simply, when your message goes out to the customers that ―This call may be recorded for Quality Assurance Purposes” – VPI fully supports those purposes.