

# GLOBAL TELECOMMUNICATIONS LEADER IMPROVES SALES CONVERSION WITH ROBUST QUALITY ASSURANCE SOLUTION

## SUCCESS AT A GLANCE

### CHALLENGE

An ecommerce company that invested in an online chat sales channel knew it would be an on-going challenge to improve and sustain conversion rates in order to meet their aggressive revenue goals. Their existing QA process designed to drive sales conversion was not effective. The company searched for an experienced QA solution provider to help drive conversion and sustain results.

### SOLUTION

The company chose Etech's Quality Assurance division, Etech Monitoring Solutions (EMS), for their deep industry experience led by QA experts with over 20 years of experience. The EMS solution included process mapping and gap analysis to understand their existing challenges with conversion, creation of an evaluation checklist for QA monitoring, and analytical reporting and trend analysis that can drive conversion improvements. The solution was implemented in less than 30 days.

### RESULTS

The telecommunications provider was extremely pleased with the EMS solution. Their conversions improved in just a few weeks after implementation of the solution. In addition to EMS helping improve conversions, they also provided data and analysis to improve the customer experience. This resulted in EMS becoming a true business partner and not just a solution provider.

### EXISTING SOLUTION RIDDLED WITH ISSUES

The telecommunications provider had an existing QA process that was not helping drive conversion rates. Their conversion rates were at an all-time low of 8% versus a goal of 15%.

- **Large Calibration Variance** - The calibration variance among the leaders, coaches and the quality assurance team was very high (15% to 20% variance) and they were struggling to ensure they remained calibrated. This had a direct impact on the feedback that was provided at the agent level. Inconsistent feedback meant misaligned agents which directly impacted the ability to achieve conversion and revenue goals.
- **Inconsistent Sampling of Interactions** – The telecommunications provider struggled with consistent sampling of QA evaluations for the agents. This inconsistent sample led to skewed and low accuracy of the QA data. This became a road block to the leadership team as they tried to improve conversion results.
- **Low Sampling of Interactions** – Since most of the QA evaluations were performed by the coaches and leaders, the sample of QA evaluations was very small and this wasn't enough to uncover needed tactics to drive higher conversion rates. They needed to evaluate a larger sample size of interactions in order to have significantly valid results on which to base their decisions.

The company needed to find a dedicated QA solution provider that was both cost effective and at the same time could help drive conversion rates. This would allow the coaches and leaders

to focus their time on agent coaching and feedback. Their hope was that by providing regular, consistent feedback that was statistically relevant, it would have a positive impact on conversion.

**SOLUTION IMPLEMENTED QUICKLY**

Etech Monitoring Solution’s experienced and dedicated QA team analyzed the issues with the existing program and implemented a QA solution in just two short weeks. Some of the key aspects of the new solution included:

- Understanding the client’s products and services
- Mapping their existing chat sales processes and identifying gaps
- Custom building an audit evaluation form that was aligned to the client’s sales process and policies
- Setting up pre-engagement calibrations with client to ensure consistent scoring methodology
- Implementing Gauge R&R tests with the audit team to ensure consistency in the scoring methodology and accuracy
- Testing the form with a sample of interactions to ensure the form was aligned to drive conversion
- Evaluating the telecom provider’s interaction volumes to identify a statistically valid sample size for verifications
- Setting up calibration frequency with client to ensure consistent ongoing QA evaluations to drive and improve conversions
- Integrating the audit form online on Etech’s online QA platform
- Providing real-time online reporting that includes agent performance, agent behavioral based reports, auto failures along with coaching recommendations and best practice to improve conversion.

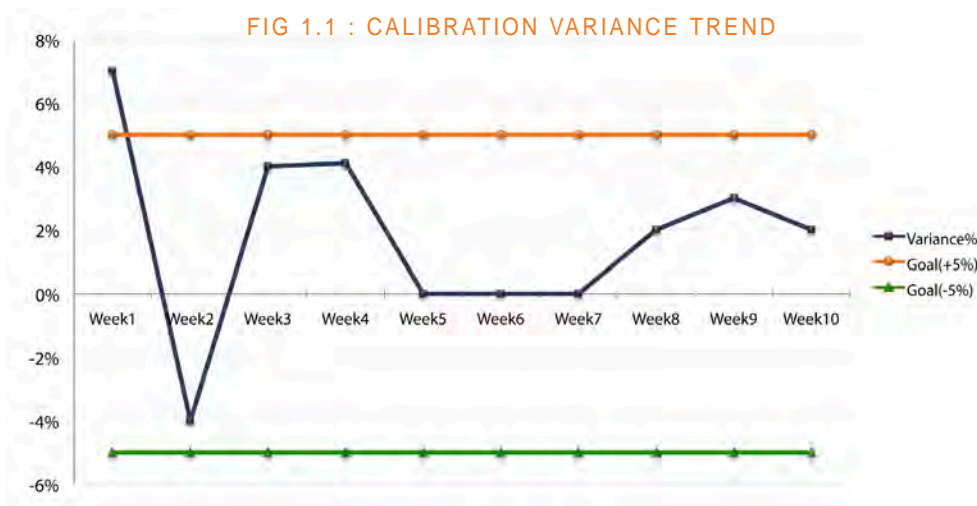
**QA BEST PRACTICES DRIVE RESULTS**

**Increase Sample Size for Statistically-Valid Results**

It is important to derive the ideal sample size of interactions to be evaluated to ensure data accuracy. Confidence interval and confidence level are the two key factors that help derive the proper sample size. In this case, a 95% confidence level and +/- 5% confidence interval was used to ensure that there was the ideal sample size of agent evaluations in order to reliably use the information to drive actions and improvements.

**Improve Calibration (Gauge R&R) Variance for Reports You Can Trust**

It is imperative to have consistent calibrations with each client to ensure the QA team and company are aligned with the agent evaluation form and the client’s processes. Weekly repeatability and reproducibility tests are done to ensure the QA evaluators are consistent in evaluations against the evaluation guidelines. See Fig: 1.1



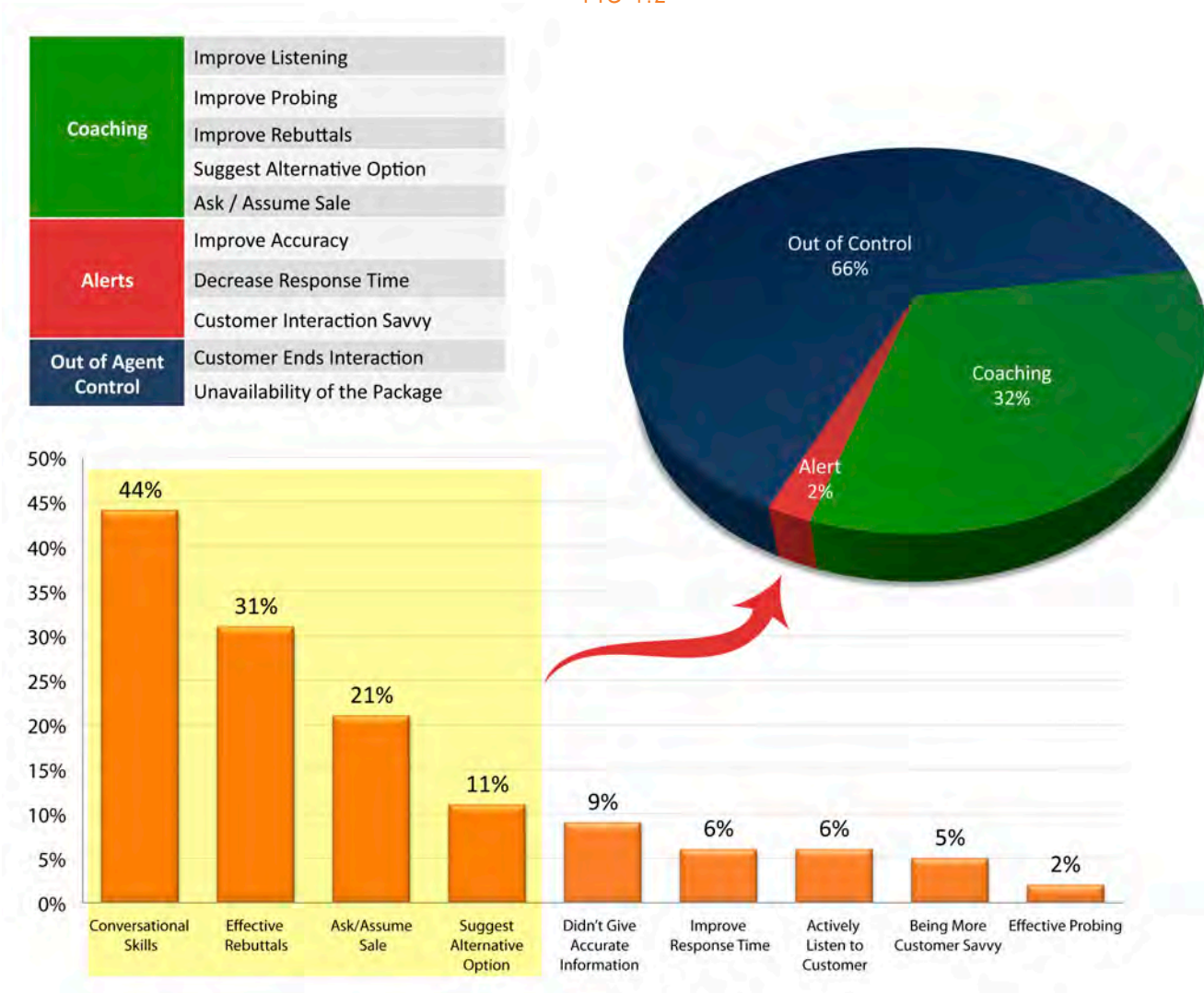
*Within the first two weeks, the EMS calibration variance was within an acceptable variance and continued to improve and trend within control limits of +/- 5% which is an industry standard and best-practice. There were three consecutive weeks of 0% variance. EMS was highly calibrated with the telecommunication client and was well-aligned with their sales processes, policies and procedures.*

**Analytics & Trends that Increase Conversion**

It is the goal of EMS to provide data and insight that is actionable and accurate. EMS’s data analytics team identified the following opportunities that needed improvement and had a direct correlation with conversion. Some of the data provided included:

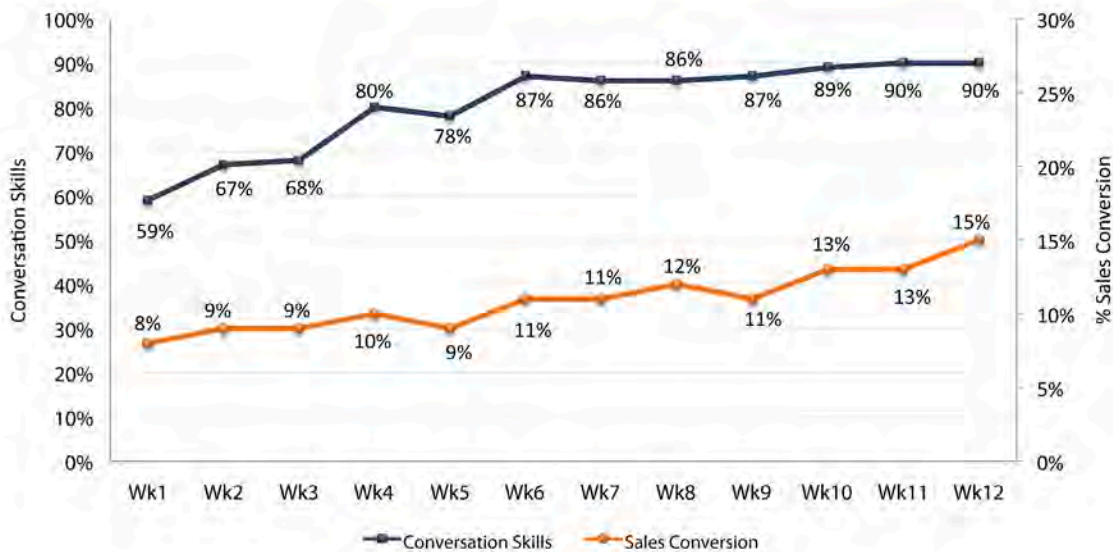
- **Overall QA scores** for the first four weeks indicating agents were below goal of 85%
- **Agent stack rank** clearly identified the outliers that needed additional coaching & feedback
- **Pareto (80/20) chart** of all the opportunities impacting conversion. This helped identify the top opportunities that if improved would help drive conversion. The opportunities identified were then divided into three categories , “Out of Agent Control”, ”Coaching” & “Alerts”. This helped the client to easily focus on key factors affecting conversion. See Fig: 1.2

FIG 1.2

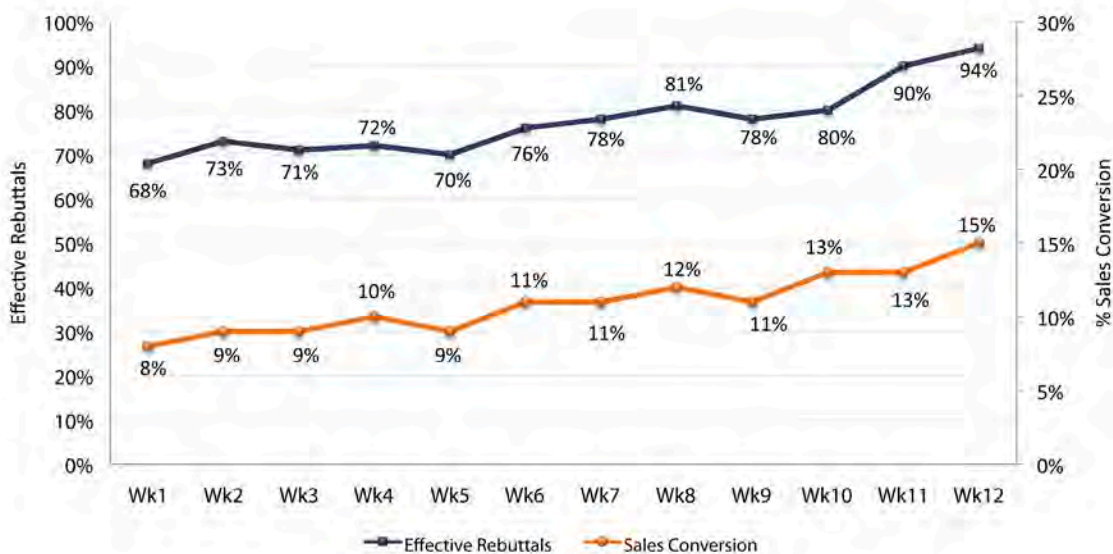


- **Deep dive into data** provided agent stack rank for each key element on the audit form that correlates to conversion. This articulated specific opportunities at the agent level.
- **Correlation charts** plotted weekly conversion trends against key elements of the audit form that impact conversion. This clearly articulated the relationship between the QA elements on the audit form and conversion.

CONVERSATION SKILLS



EFFECTIVE REBUTTALS



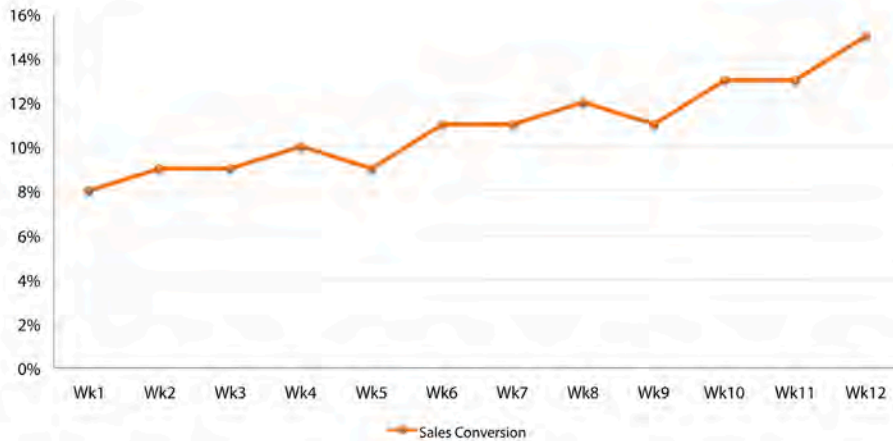
Both correlation charts above show a clear relationship between the key elements and conversion.

In addition to the data and analytics, EMS provided best-practices and a recommended action plan to the sales team for implementation. They also provided ongoing tracking and reporting on the trends and correlation to drive continuous improvements.

**GREAT RESULTS IN TEN SHORT WEEKS**

Conversions improved from a low 8% to 15% in just ten weeks. Sales Per Hour also increased during this time. The success was a joint effort between EMS and the telecommunications sales team. The sales team embraced the data and feedback from the EMS team and their aggressive coaching actions helped achieve the results.

## SALES CONVERSION



This leading telecommunication provider understood the value of a robust quality assurance program and how it could benefit achievement of their overall sales goals. The partnership continues to flourish and EMS works diligently each day to provide best-in-class QA services. Today EMS also provides them with market intelligence data that enables them to drive more effective promotional offers. EMS also provides voice of the customer data to help improve their website and order process flows.

## CaseStudy

Quality Assurance Services

### WHO IS ETECH?

Etech is a leading provider of intelligent sales and service solutions utilizing inbound and outbound voice and web chat. We understand the importance of customer relationships. That's why all of our solution strategies are driven by the 'voice of the customer'. Our stringent QA process ensures an ever-improving customer experience. We also gather critical business intelligence data from each customer interaction. And we do everything with the highest integrity and quality possible. These differences allow us to provide industry-leading service, stellar CSAT scores, and high performing sales and service solutions that enable our clients to increase revenue and delight their customers.

### FOR MORE INFORMATION

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