

Healthy Meal Delivery Company Builds its CSAT with Robust Quality Assurance Program



FOUNDED
2012



INDUSTRY
Healthy meal delivery



LOCATION
New York City



TYPES OF INTERACTIONS
Order Management



INTEGRATIONS
Zendesk

Challenge

Freshly Wanted a Dashboard That Empowers Agents with the Ability to View Their Own Statistics.

Freshly, the ready-to-eat healthy meal delivery company, needed a better quality assurance system. They had a quality product in place, but they wanted more than that.

Freshly wanted a better all-in-one, centralized solution that mainly included agent dashboards to keep track of their progress in real time. They wanted a place where they could view their scores on items such as introduction, resolution, and end of an interaction.

“We never had agent dashboards with the competitor’s QA tool we were using at the time,” Ben Segal, Associate Director of Infrastructural Efficiency at Freshly said. “We wanted them to provide agent dashboards. But that was a level above for them and we were looking to have agents not go to a Google Sheet to see their metrics and to see their QA score.

“They were not willing to work with us on that,” he added.



But Playvox was willing to work with Freshly to accommodate those needs. In fact, Playvox had the tools ready to go right out of the box. Freshly was looking for all in one centralized location, where an agent can view their metrics, evaluations, training progress, campaigns and achievements and Playvox easily provided that.

Susan Mihalick, Customer Experience, Quality Assurance Manager for Freshly, says not only can agents learn about how they are doing, but it allows managers to get better insight into the tasks at hand for the agent. It's that clarity which Playvox offers that makes it special for the customer service team.

"Things are more out in the open," she said. "And we love that transparency. One of the main pillars of our program is empathy for customers. If we're expecting agents to demonstrate empathy for their customers, how can we not be demonstrating empathy for the agents in terms of consistent QA and how we're scoring everything? So we've been trying to keep that in mind."

Mihalick said the agent experience is what the managers are focusing on.

Freshly measures cognitive empathy during their Evaluations within customer interactions via the "Empathy" pillar of their CEPRO Team (CEPRO stands for Clear, Empathetic, Professional, Rational and Outgoing).

- Did the associate use an appropriate opening/closing sentiment?
- Did the associate refer to the customer by their first name within the initial greeting?
- Did the associate apologize for the issue/concern conveyed by the customer?
- Was the overall tone used by the associate appropriate based on the customer's tone?

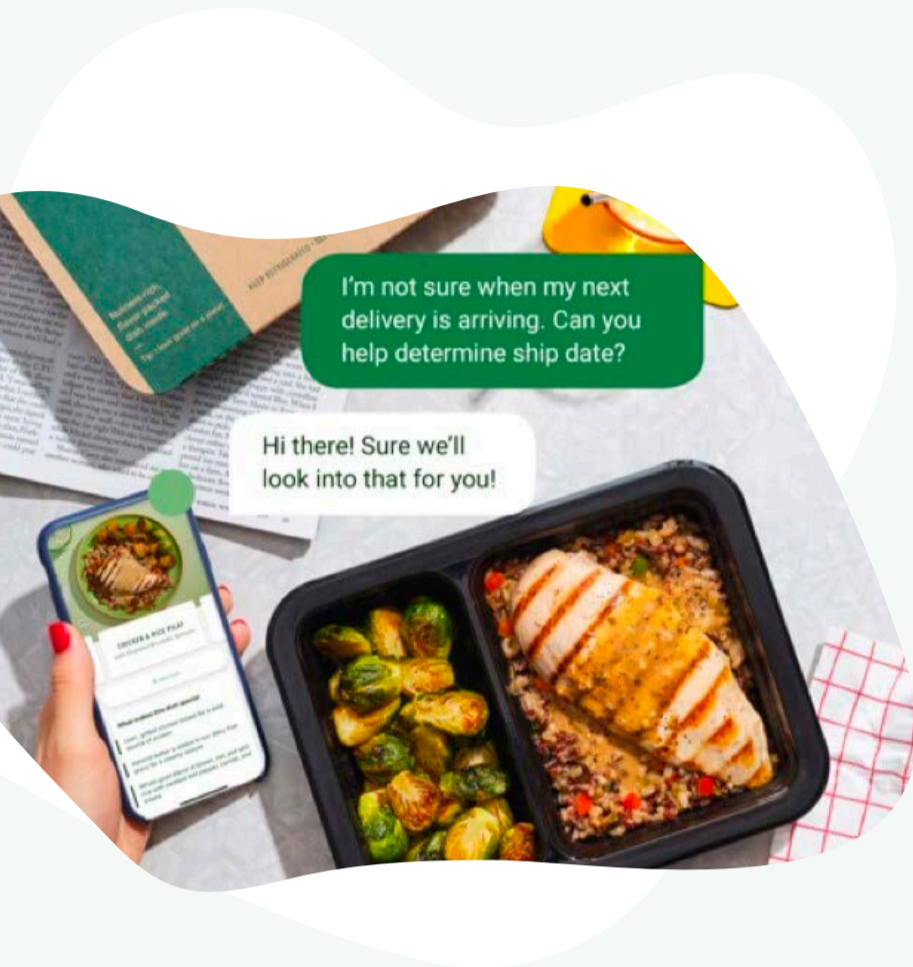
"We look at how can we be kinder, more reasonable and empathetic about how many things the agent juggles," she said. "And we focus on what is most crucial to the interaction the agent has with the customer. Are we going to fail the agent because they didn't say the customer's name twice? No."

These are things Freshly couldn't do with the competition. In an allowance to be fairer to the agent, Freshly has customizable scorecards through Playvox, which they have changed on multiple occasions.

Solution

Ever Changing Scorecards, Workloads Are Made Easier

With Playvox's customizable scorecards feature, it affords Freshly the opportunity to build different ways of evaluations across its five different customer service teams from general to food delivery.



With all of those teams and communication methods, Mihalick is pleased with the ease of changing a scorecard. It was something Freshly had with the competition, but it was clunky.

“The other scorecards were definitely not as nimble or agile,” She said. “The Playvox ones are user-friendly. We literally decided on a scorecard change two hours ago. And one of my team members is going to make the update and it's going to be live for the whole team. It's not a problem to make a decision on Friday and then have it be totally live and without a hitch.”

Freshly purchased Playvox's full Agent Optimization Suite, which came with some exceptional features that Mihalick loved.

Her favorite she says is the Workloads feature which is tied to the Quality Product. Workloads allows managers to create customized assignments for quality analysts permitting managers to automatically track the duties and goals set.

“Ideally, workloads is a set it and forget it,” Mihalick said. “I can set it up for a team and what they're going to be doing indefinitely and Playvox just does the calculations. That makes things straightforward.”

What managers enjoy is doing a simple check of the Workloads feature to view the progress of their analyst team members without having to constantly badger them. They can check on how many evaluations have been made and how many have been left open, even those that have been skipped.

“I look at evaluations and I'm tracking my team's progress through evaluations on a daily basis as well,” she said.

One of the benefits of the Workloads feature is analysts don't have to cherry-pick what interactions to evaluate, which avoids bias in the contact center. Sometimes analysts go and give great scores to the agents they get along with. As this feature randomly assigns the evaluations, they cannot do that.

Another feature Freshly uses quite often is Calibrations, which is also part of the Quality Product. These are calibrated evaluations that several analysts will perform on a single agent. Scores an agent receives from the analysts are then calibrated on the average score. For example, if an agent gets a 100 from one analyst and an 80 from another, the average would be 90.

By conducting quality calibrations, it can help measure and identify areas for improvement. It also helps the team deliver consistency in their QA evaluation process.

Freshly has developed its own system of using the Calibrations feature.

“We consider it an evaluation that goes across the team,” Mihalick said. “So that's the whole team sitting down and taking one evaluation and saying how would we all score this. Playvox is pretty cool because everybody does it individually, but then we come together in a meeting and we can review everything.”

Results

With an Array of Scorecards, Freshly Agents Love Their Dashboards and Scores Reflect Improvement

When Freshly started using Playvox in November of 2019, the team started with four scorecards, but as the company and the teams grew there were 18 scorecards in less than a year. Mihalick said they are actually in version four of many of the scorecards.

“We have scorecards that are specific to the online engagement team,” Mihalick said. “So the people who are answering the Facebook messages and Twitter are held to potentially different standards and slightly different questions.”





Freshly has what they call “training” scorecards as well for new employees and new teams, or those who move from one team to another. For what they call their “C-Pro” team, there are eight scorecards, four of which are for training.

The different versions come from changing a question or changing the grading goals. That effortless ability to alter a scorecard is something that Mihalick loves.

“Frankly, we’re learning as we go,” she said. “So, it’s essential that it be fully flexible and be able to be changed. Playvox makes it easy.”

Freshly began with 737 evaluations the first month with Playvox and as teams grew and they became more familiar with Playvox’s Quality Product, they are now averaging more than 1,800 a month. Mihalick said with eight analysts the company is shooting for an average of 70 evaluations a week per analyst.

The average Calibration scores have been high as well, reaching a peak of 92% for one month and generally in the high 80s.

Generally, the agents and analysts are getting the most out of Playvox. Based on the NPS score, Freshly employees have graded Playvox with a 9.5 or higher. Much of that, according to Segal, is due to the agent dashboards.

“They are enjoying it because it’s transparent, so it’s not like this big scary boogie man behind the curtain who’s grading you and you don’t know where they’re coming up with these numbers,” Segal said. “It’s right there. It’s in your face. You know how you did. And there’s actionable items right here to say, hey, if you did this, your score will go up.”

If for some reason the numbers don’t go up, Freshly takes advantage of Playvox’s Coaching add-on, averaging more than 220 Coaching sessions per month with a 100% signature rate.

In addition, Freshly averages 424 recognitions per month this year, helping keep agents motivated as their job well-done is being valued.

As Freshly grows its customer service teams, so will Playvox right along with them. Freshly is planning on taking full advantage of Playvox’s new VoC Product which will only help improve efficiency and productivity.

The best part? It’s all in one place.

“QA lives there,” Segal said. “And that was our main purpose of going with the software, but it’s also now become the agents’ home for seeing their metrics and working towards their goals and getting their badges. It’s so much more than QA now and more than what we ever did with our competitor.”

