



# Enhancing Quality Management for Digital Customer Service & Support

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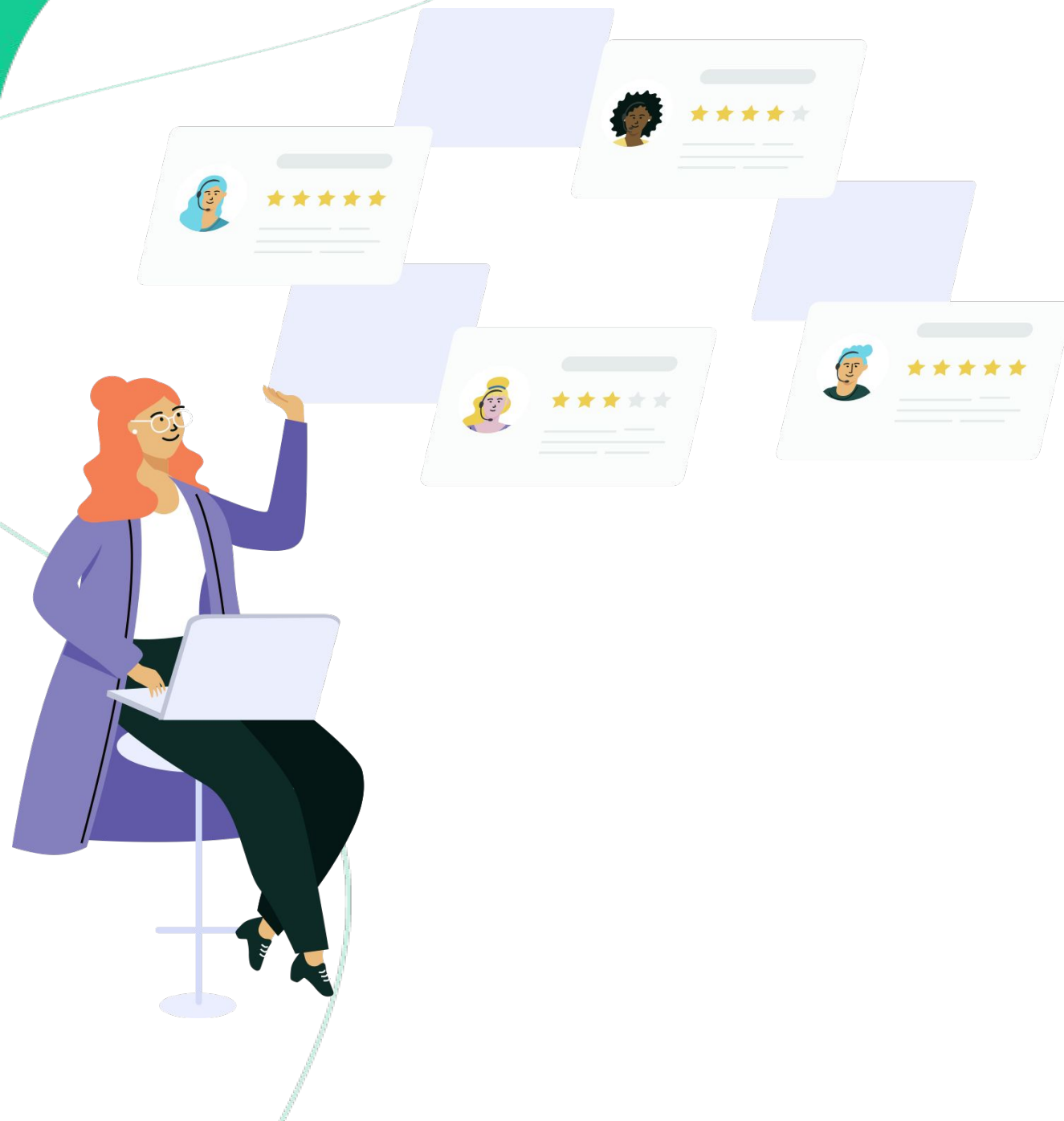


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# Today's Agenda:



- Introductions
- Contact Center Priorities for 2021
- The Digital QM Void
- The Digital Calibration Challenge
- QM/Coaching Cycle of Success
- Benefits of an Effective Omni-Channel QM Program

# POLL





# Enhancing Quality Management for Digital Customer Service & Support

May 20, 2021

# Top Contact Center Priorities for 2021

1. Improve the customer experience (CX)

2. Improve customer-facing self-service capabilities

3. Improve productivity

4. Reduce operating costs

5. Implement/enhance your work-at-home program

6. Update contact center systems and technology

7. Add new customer support channel(s)

7. Improve employee engagement

8. Invest in AI tools to improve the contact center

9. Undertake contact center digital transformation

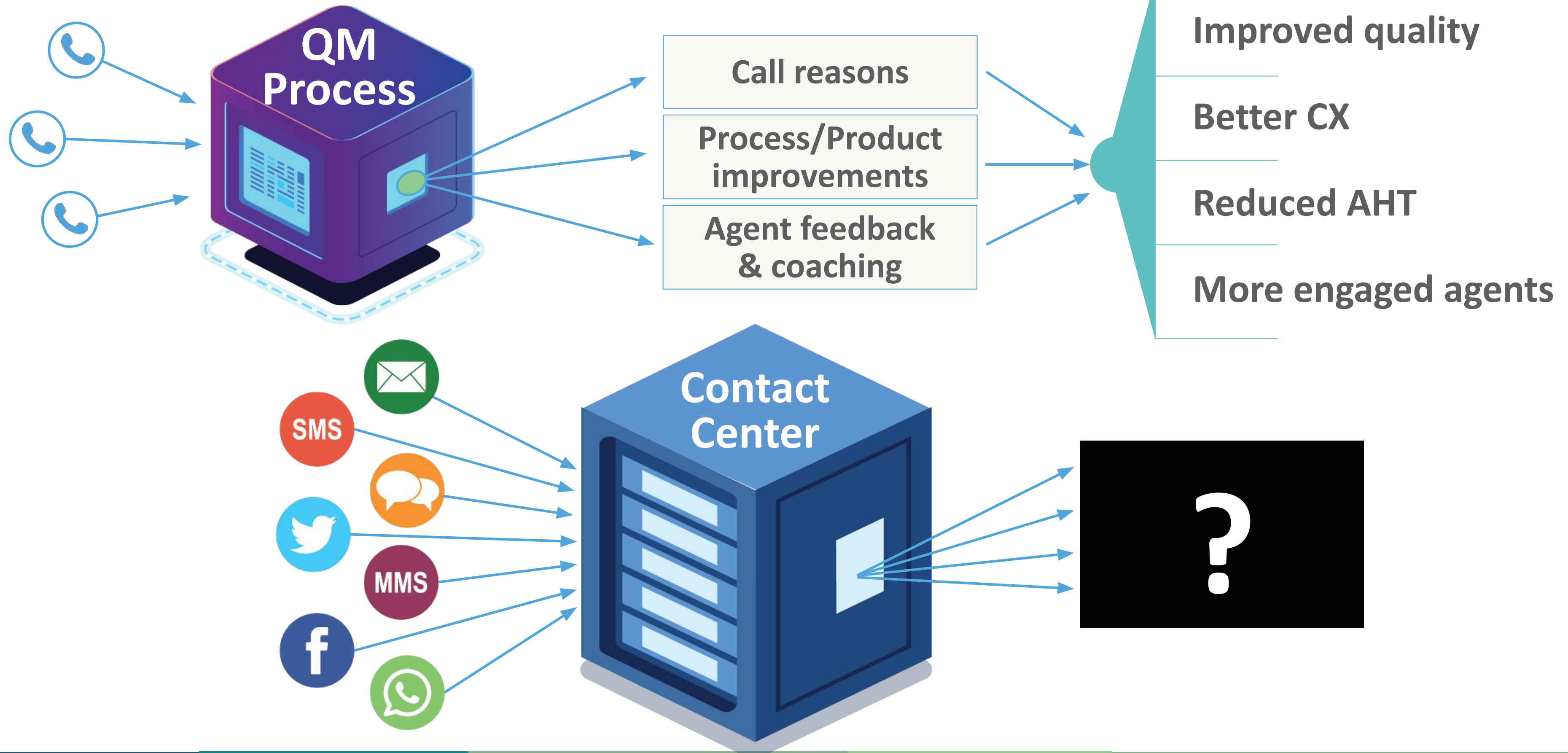
9. Reduce agent attrition

10. Migrate systems to the cloud

10. Enhance business continuity (BC)/disaster recovery (DR) plan

Source: DMG Consulting LLC, January 2021

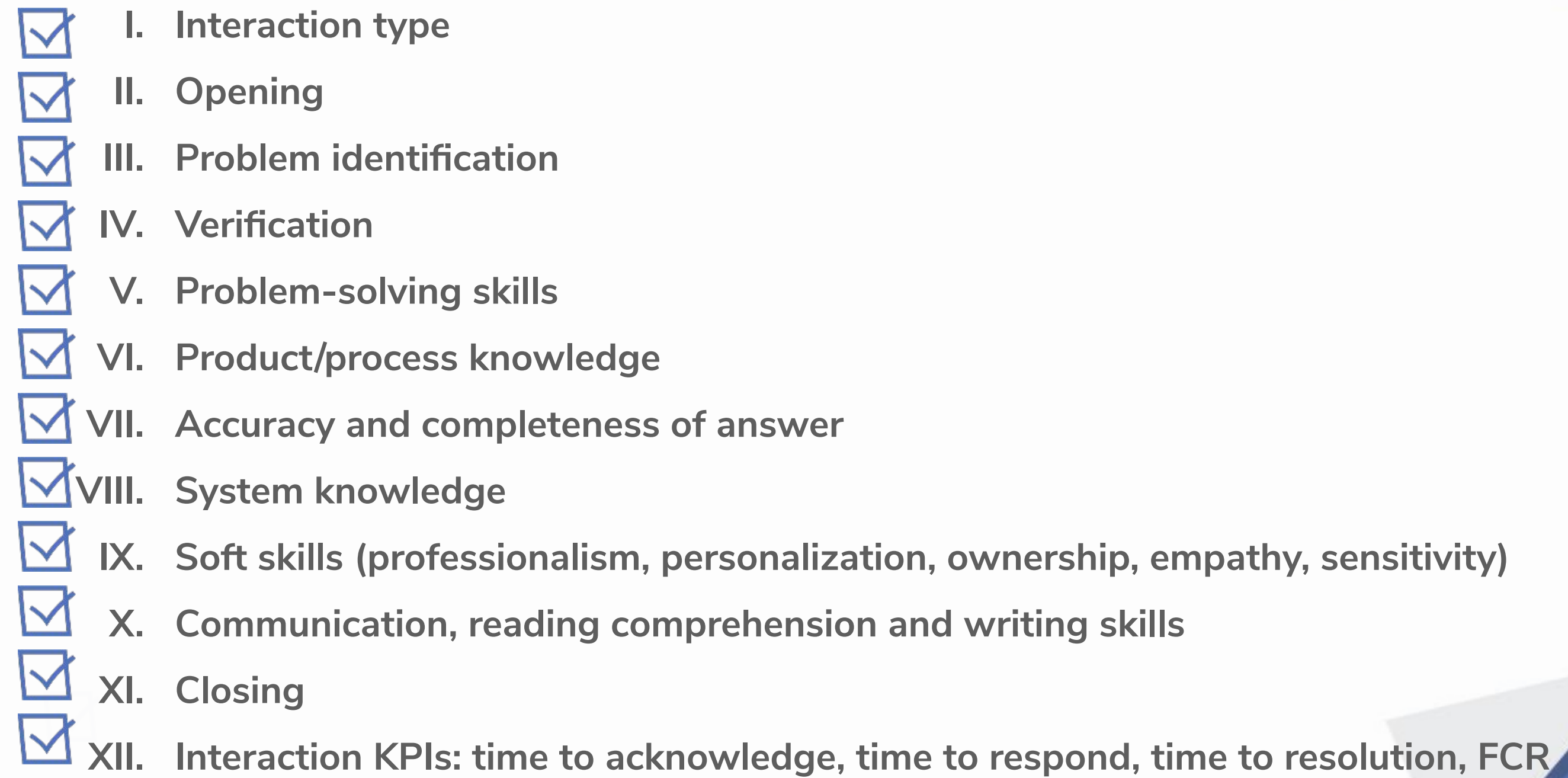
# The Digital QM Void



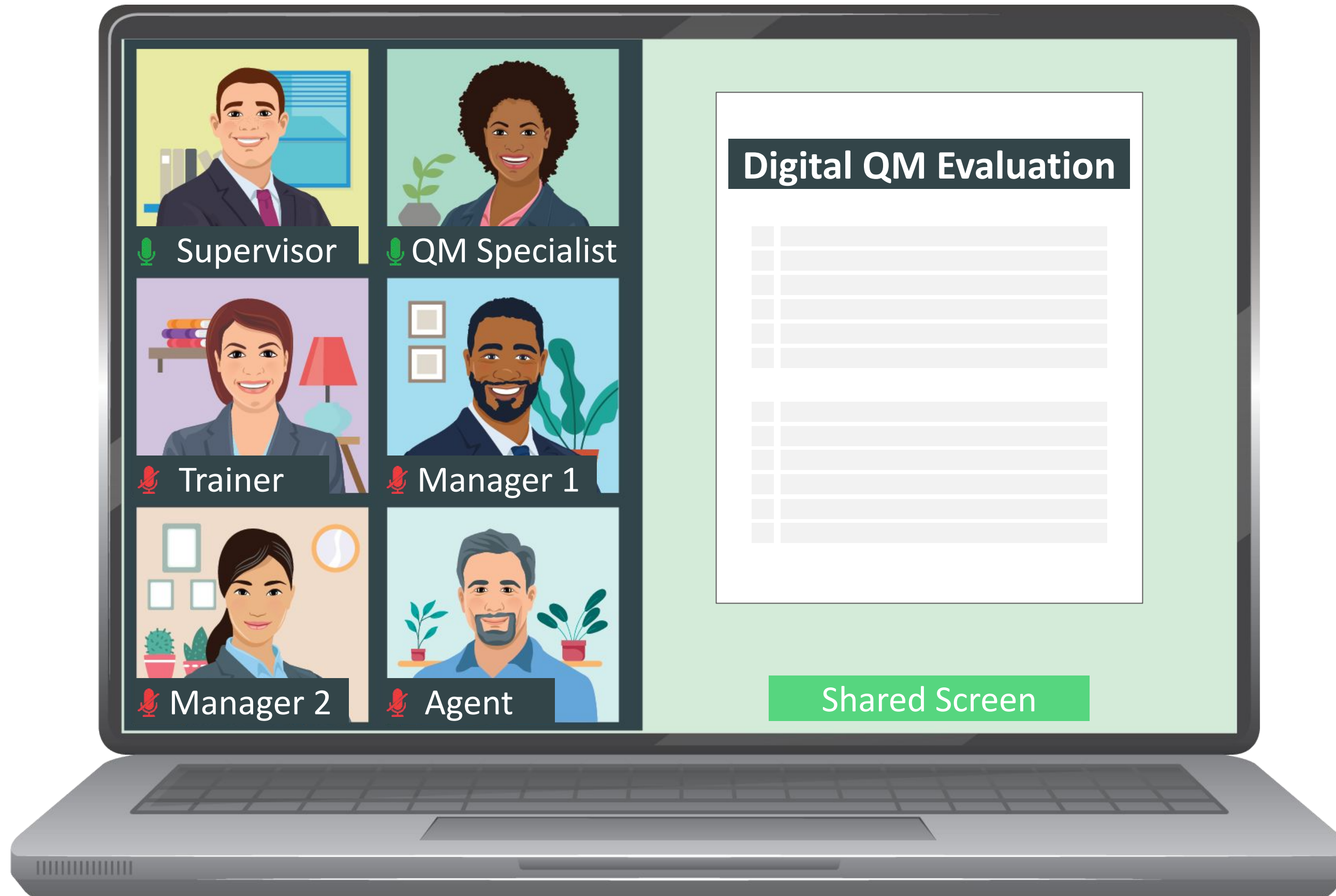
# Getting Started with Digital QM

1. Set up/expand existing QM team; involve QM, sups, managers, trainers, agents
2. Communicate enhanced QM program to all contact center employees
3. Identify all digital channels supported by the contact center
4. Evaluate digital interactions to see if they are similar in all channels
5. Create one or more QM evaluation form(s)
6. Determine the number of digital QM evaluations needed in total, per channel and per agent
7. Synchronize phone and digital QM processes
8. Test the new digital QM evaluation form(s) with live interactions
9. Calibrate digital interactions from various channels
10. Establish and test an appeals process for disputed evaluations
11. Pilot the digital QM program
12. Roll out to entire shop
13. Review and enhance the program on an ongoing basis

# Digital QM Monitoring Form

- 
- ☒ I. Interaction type
  - ☒ II. Opening
  - ☒ III. Problem identification
  - ☒ IV. Verification
  - ☒ V. Problem-solving skills
  - ☒ VI. Product/process knowledge
  - ☒ VII. Accuracy and completeness of answer
  - ☒ VIII. System knowledge
  - ☒ IX. Soft skills (professionalism, personalization, ownership, empathy, sensitivity)
  - ☒ X. Communication, reading comprehension and writing skills
  - ☒ XI. Closing
  - ☒ XII. Interaction KPIs: time to acknowledge, time to respond, time to resolution, FCR

# The Digital Calibration Challenge



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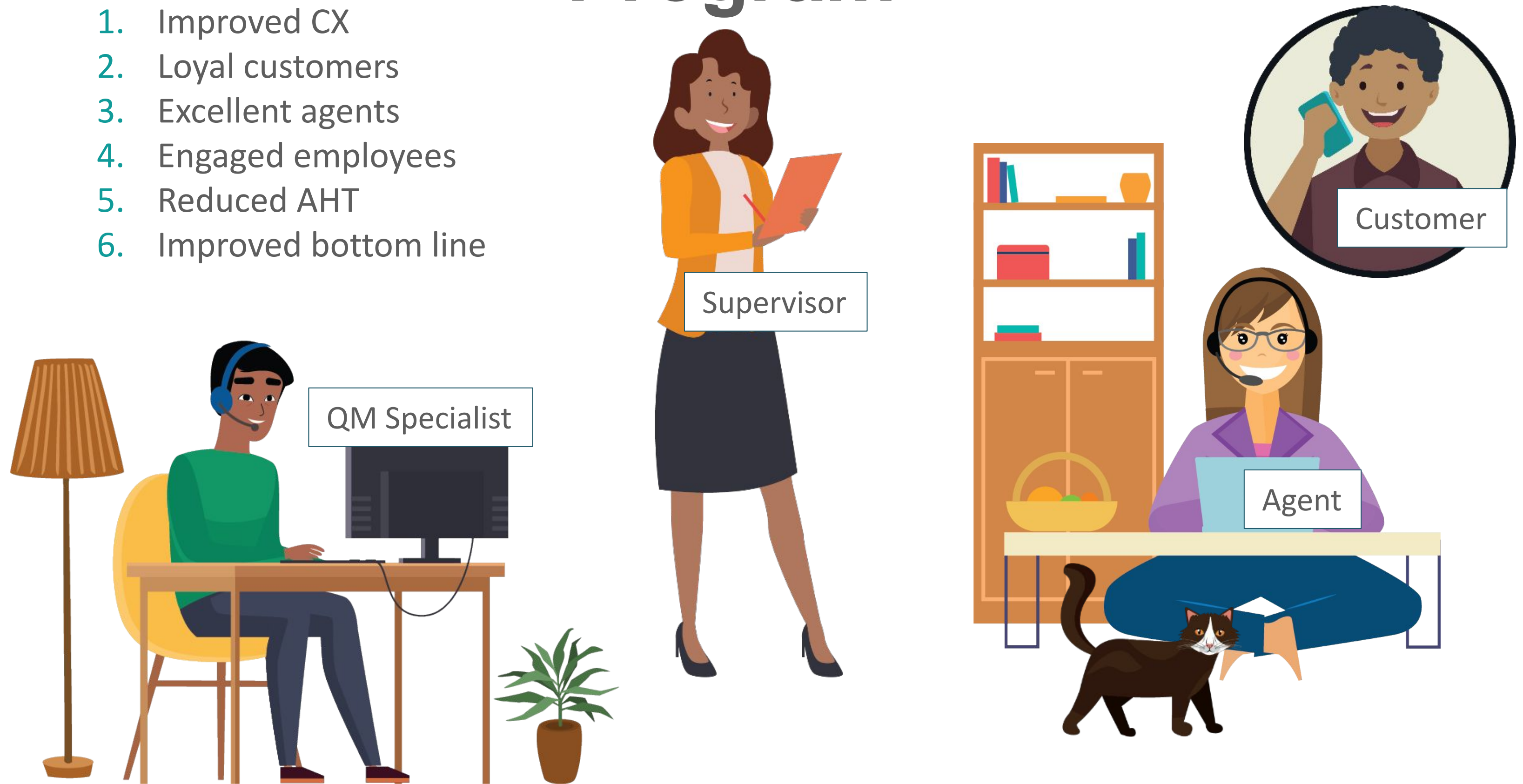


# QM/Coaching Cycle of Success



# Benefits of Effective Omni-Channel QM Program

1. Improved CX
2. Loyal customers
3. Excellent agents
4. Engaged employees
5. Reduced AHT
6. Improved bottom line



# Digital QM in Action

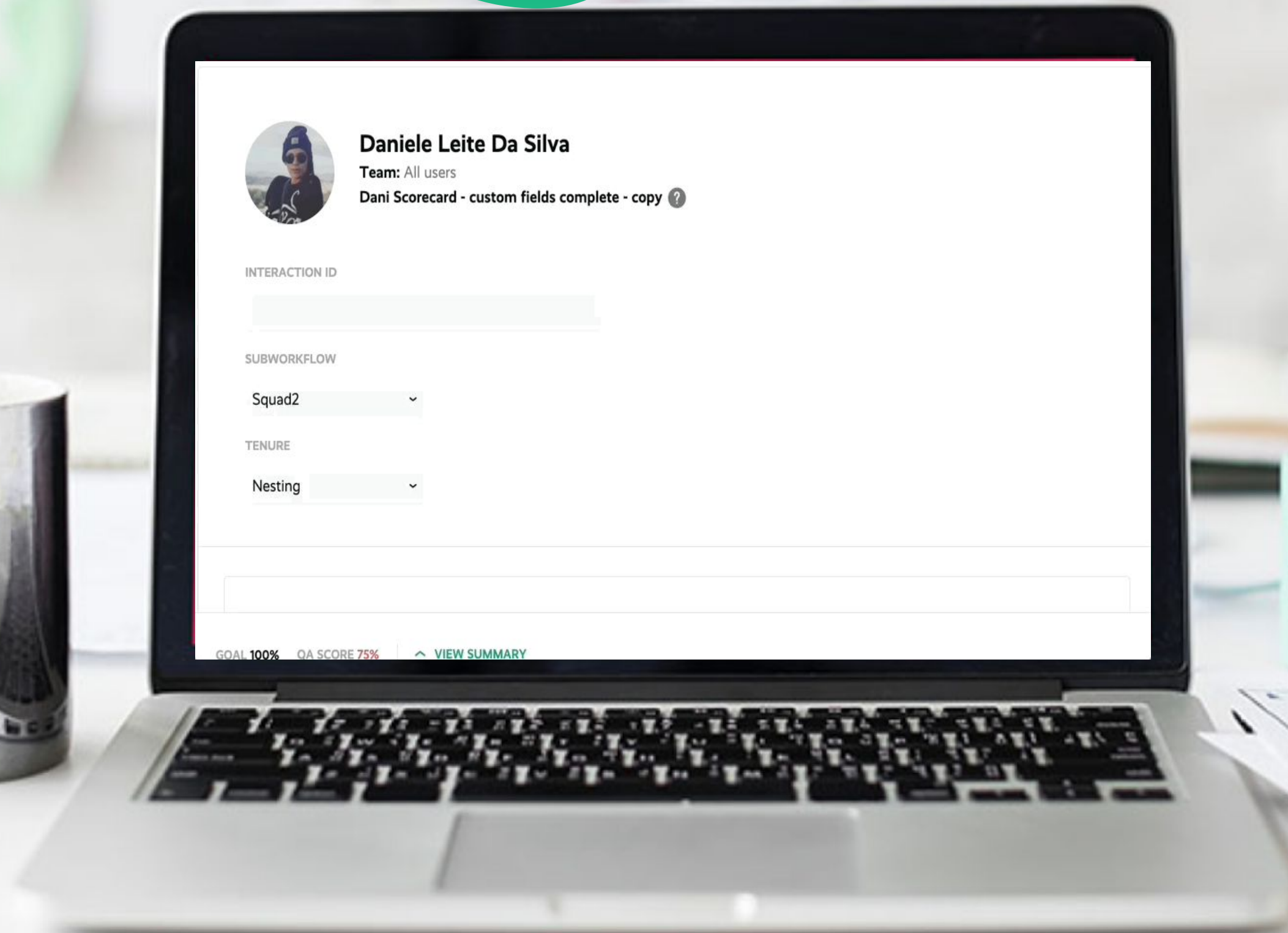
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## Key Results:

- Ramped from <100 evaluations a month to >1000
- QM coverage across live chat, email and phone, internal and outsourced around the world
- Agents focused on rebooking and cancellations, guest experience, host quality, and billing
- Improved customer service through consistent Quality process coverage
- Improved calibration coverage and achieved over 90% calibration rate across channels

# Meet Playvox



# Playvox Workforce Engagement Management (WEM)

## Quality

Easily identify and prioritize areas for skill development in your customer service teams.

## Learning

Easily create and provide your customer service teams with online courses and quizzes to ensure continual skill development.

## Performance

Track agent performance and measure the impact of your QA process.

## Voice of the Customer

Translate customer sentiment into actionable metrics while delivering real-time feedback to your agents and team leaders.

## Coaching

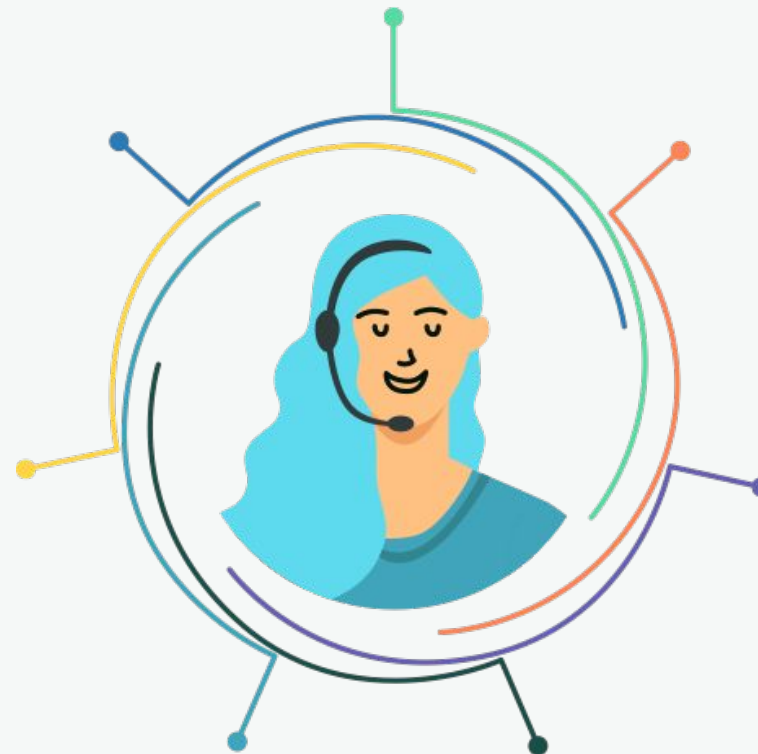
Solve and improve issues in: quality, behavior, compliance, soft skills, customer experience, among many others.

## Motivation

Recognize and reward your agents with points that they can exchange for gifts, based on their Quality, Coaching, Learning and overall Playvox results.

## Workforce Management

Intelligently forecast, schedule, and monitor your workforce without the need of specialized resources or data analysts.



# Our approach to WEM is different because we're different



## Digital-first

Zendesk, Salesforce, ServiceNow,  
Slack. Plus, of course, voice.



## Cloud-native

Built for the cloud, live in the  
cloud, never lived anywhere else.



## Culture-forward

Customer-obsessed, people-first,  
and proudly diverse

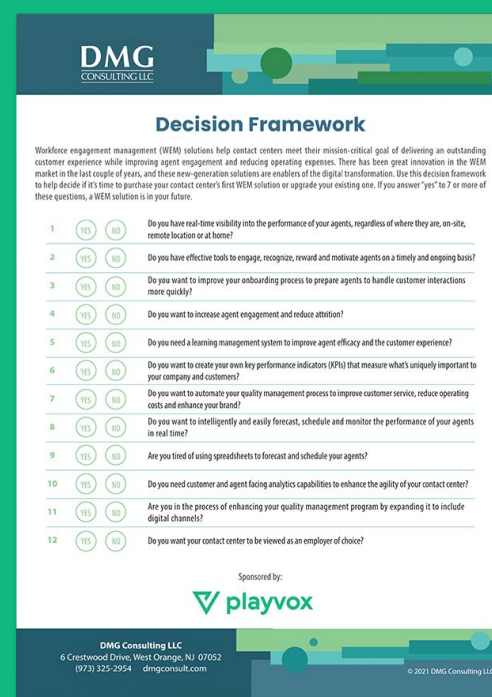
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Learn More

# Using Workforce Engagement Management to Improve Agent Engagement

[playvox.com/dmg-whitepaper](https://playvox.com/dmg-whitepaper)



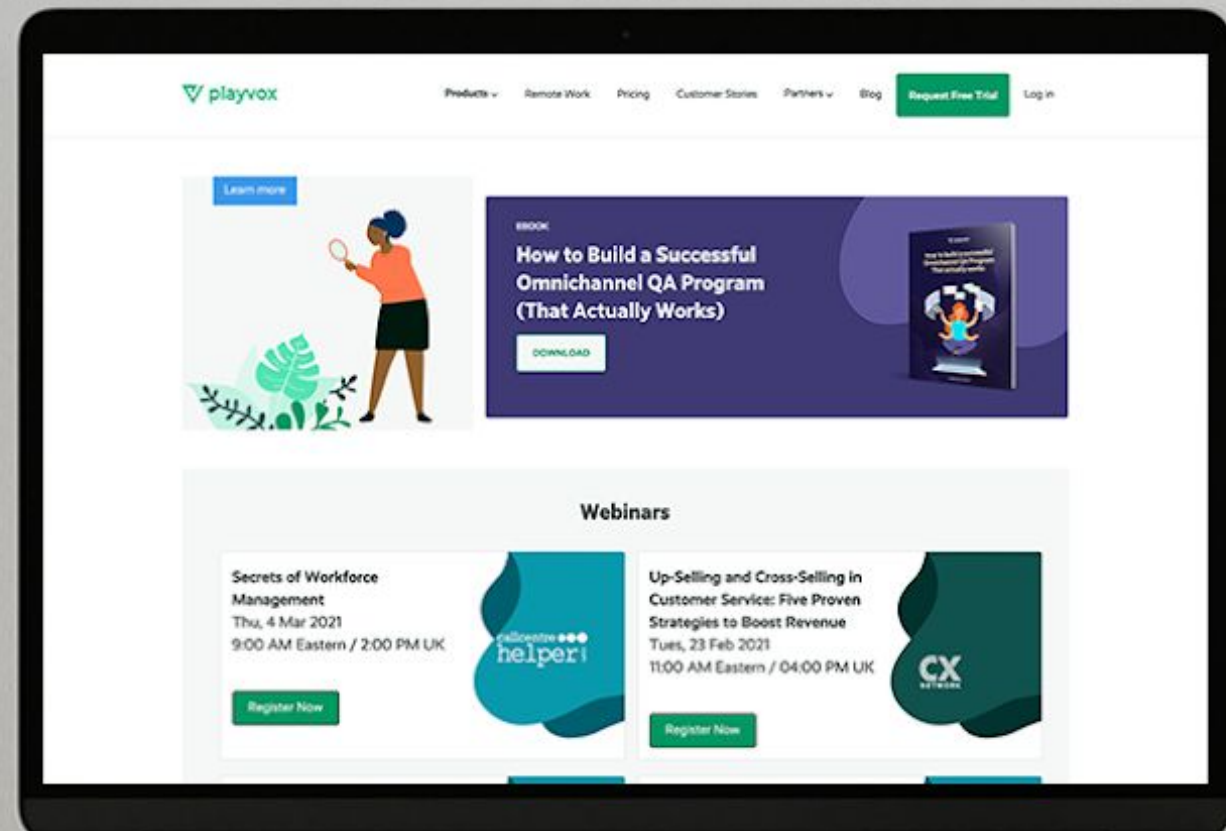
# Facing CX challenges? WEM solutions can deliver huge results

[playvox.com/cx-challenges-wem-solutions-framework](https://playvox.com/cx-challenges-wem-solutions-framework)

# Q&A



playvox.com/resources





**Thank you!**

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