



# **Teamwork Makes the Dream Work: Empowering Agents Within the QA Process**

*Literati*



 **playvox** +  **Agyle Time**

Playvox acquires workforce  
management provider **Agyle Time**,  
raises **\$25M** in funding from  
Five Elms Capital

Webinar  
Tuesday, February 2

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**ASHLEY HORTON** 🙌  
Group Manager of Customer  
Support  
**Literati**



**NICO BRYAN** 🙌  
Content Marketing  
Manager  
**Playvox**

# Today's Agenda:



- Intro
- Why is QA seen as such a scary process?
- All about Literati
- Quality Assurance at Literati
- Agent-Inclusive Quality Assurance
- CX is impacted by AX

# Why is QA seen as such a scary process?



- Agents feel like QA is happening to them and not with them.
- In previous organizations, QA is an email PDF that comes from someone scary that you never spoke to and it has all of these things you did wrong and that is basically it.

*Literati*

# Literati Customer Service Operations



- Email, phone, live chat
- Use Kustomer, Aircall for live calls
- Playvox products used: everything!!
- QA (disputes/ calibs), learning, community
- Scaled entire team remotely

# POLL





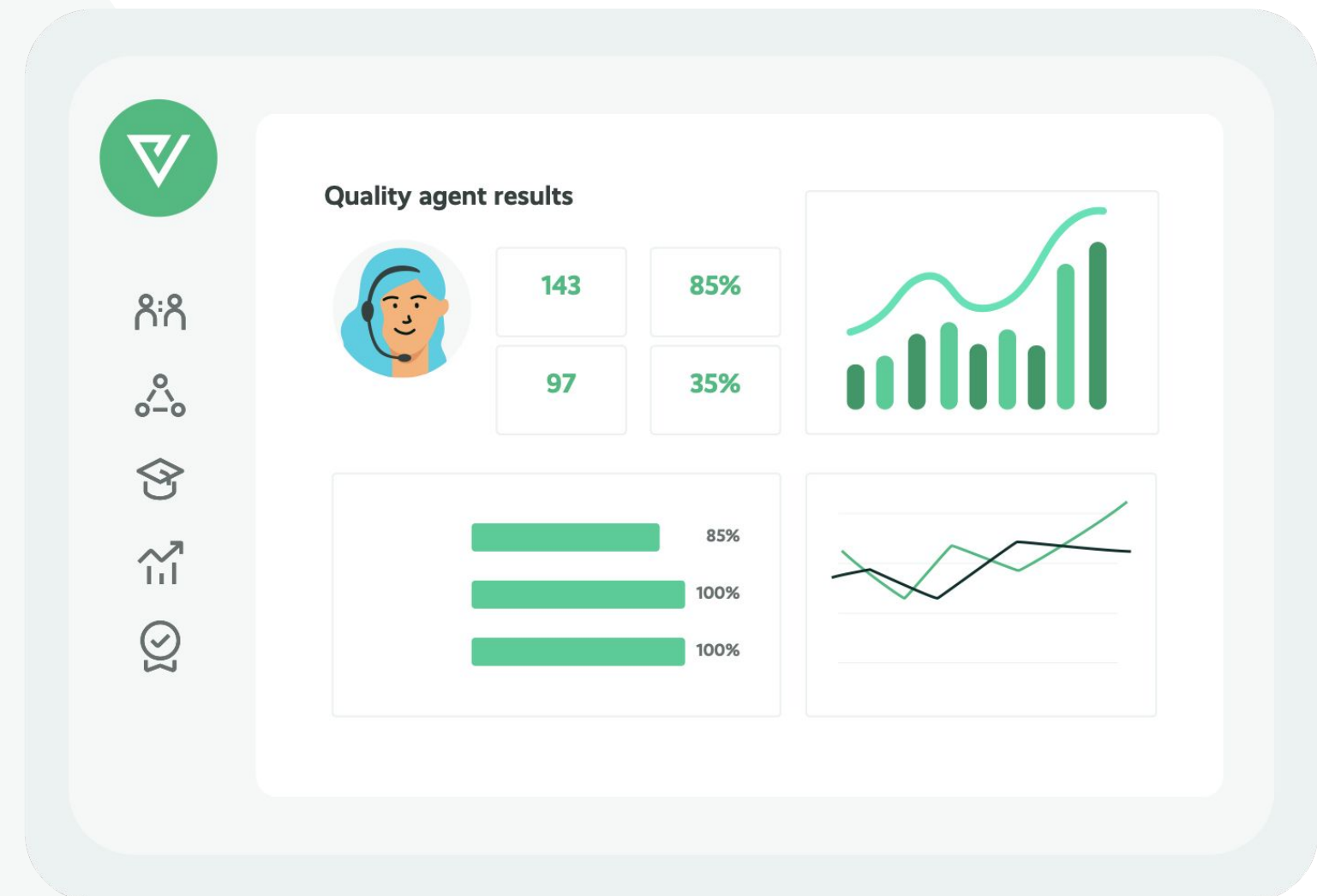
# Quality Assurance at Literati

- Google Sheets created distrust in quality evaluations and were error-prone.
- The agents were vocal prior to Playvox about difficulties and issues with the manual quality assurance processes.



# Agent-Inclusive Quality Assurance

- Agents sign off on every single ticket.
- Having regular conversations around disputes.
- Empowerment within the tools.



# Evaluations and Disputes



- Evaluations before and how they are facilitated now. Email → no automatic channel.
- Disputes empowers agent within the QA process. It allows them to feel like they are part of the process.
- Disputes as more of a discussion.



This makes QA a discussion; in this screenshot, the grader accepts one of the agent's suggestions and rejects another.

Greeting, Closer and P...

2 DID WE USE THE CHILD'S NAME IN THE INTERACTION? ✓ ACCEPTED

2/2 New!

ANSWER YES

0/2 Before

ANSWER NO

I had used the child's name (Sofia) in the interaction.

Got it! I see it now. Thanks for letting me know,

Addressing Issues and...

1 HOW THOROUGHLY (OR APPROPRIATELY) DID WE ADDRESS THE MEMBER'S CONCERN? ✗ REJECTED

0/5

The member said that they had referred the person for whom the subscription was for. I didn't make an attempt to retain and went ahead with their request because the skips would not have made much sense as their friend would sign up in their place.

Hi Mahwish, pleaser refer to your training deck regarding the situations you are not required to retain. In this situation we could've offered skips so the member can send presents to the child at a later date or even asked if there is another kiddo in their life they want to send books to so we can update their account accordingly.



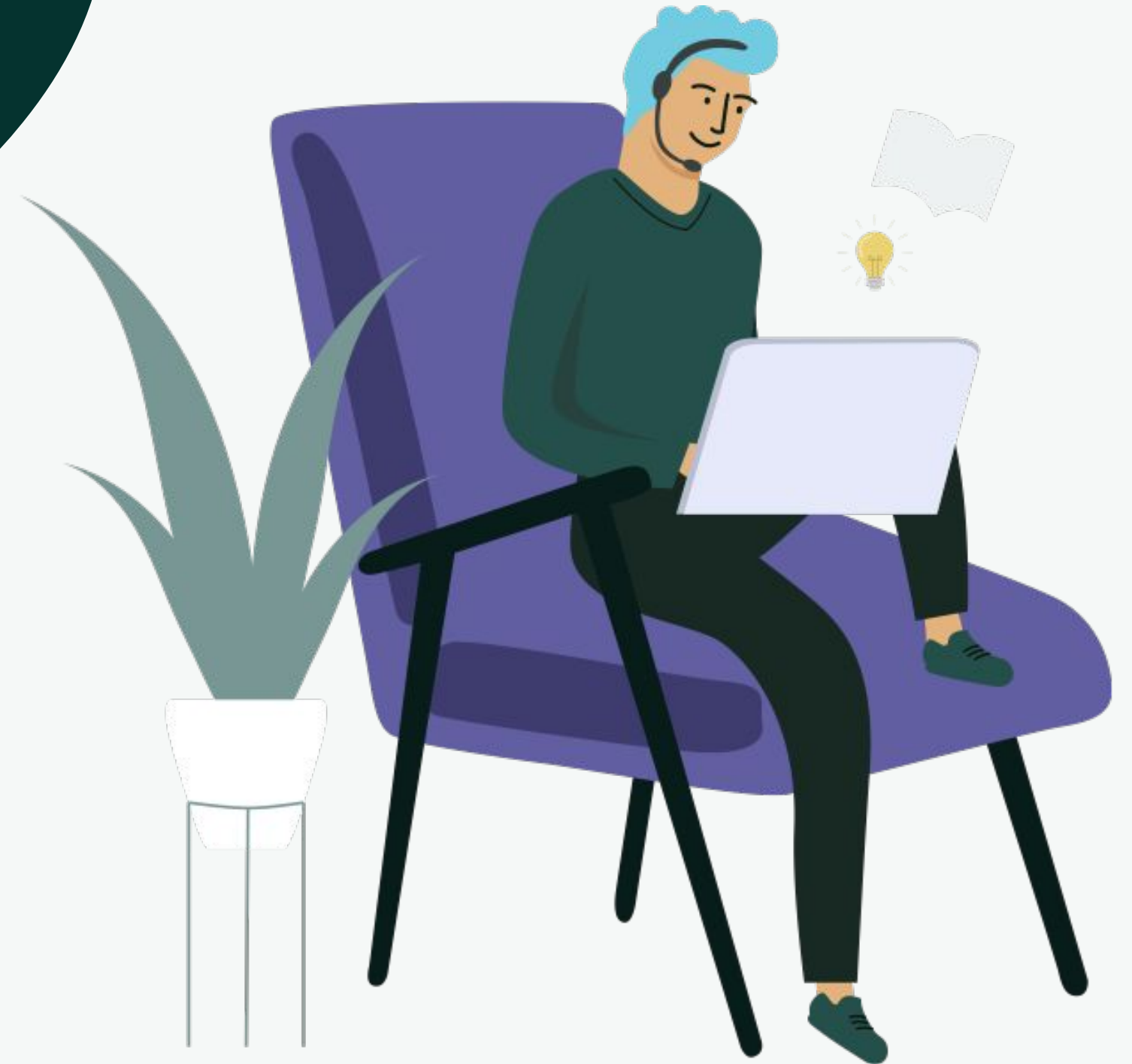
# POLL

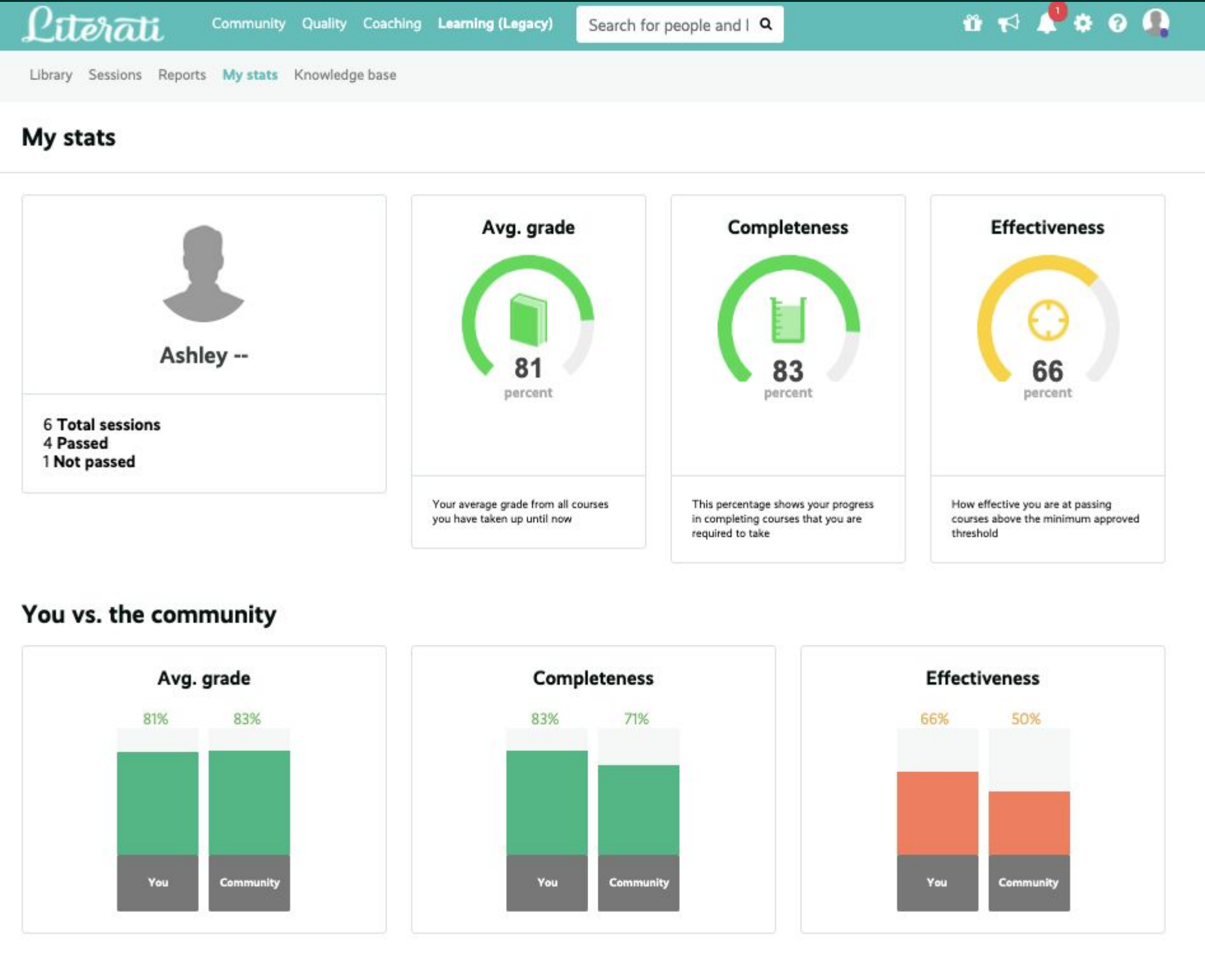


# Learning As Empowerment


- Learning module provides library of information for agents to back up their thoughts or squash their disputes, if need be.
- Makes learning empowering.
- Karma points for passing quizzes.
- Coursework being prioritized.

*Literati*





Team members can see how they stack up against the group.



Nico  
Bryan

13  
Invited

3  
[23.07692307692...]  
Pending

8  
[61.538461538461...]  
Passed

2  
[15.384615384615...]  
Failed

94.57%  
Avg. session grade  
?

100%  
Completeness ?

19m 16s  
Total training time

01m 55s  
Avg. session time

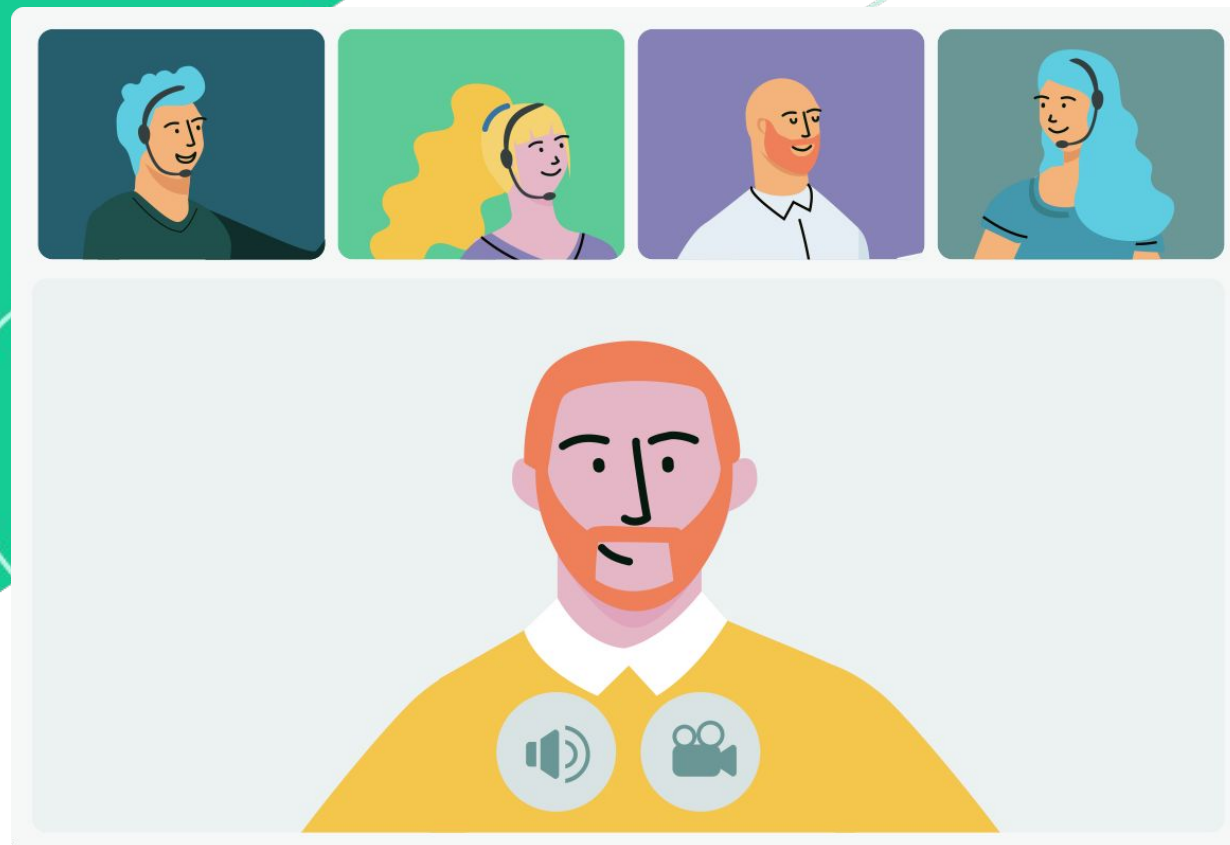
EXPORT TO EXCEL

| SESSION  | GRADE % | TOTAL TRAINING TIME | STATUS  | DEADLINE   |
|--|---------|---------------------|---------|------------|
| US Team - Second Group Fulfillment Information | 86%     | 01m 49s             | Passed  | 2020-05-20 |
| US Team - Cindy's Emails                       | 83.33%  | 00m 51s             | Passed  | 2020-05-25 |
| May 2020 - New Macros                          | 100%    | 00m 57s             | Passed  | 2020-05-27 |
| Delayed May Shipments                          | 100%    | 00m 49s             | Passed  | 2020-05-28 |
| Intro to QA Disputes                           | 100%    | 00m 27s             | Passed  | 2020-07-13 |
| Under 13 Tickets                               | 100%    | 00m 33s             | Passed  | 2020-08-03 |
| New Cutoffs for Monthly Shipments              | 100%    | 01m 34s             | Passed  | 2020-09-30 |
| Empathy  | --      | --                  | Pending | 2020-10-26 |
| How To Bubble Up Trends                        | --      | --                  | Pending | 2020-11-06 |
| Question Resource Guide                        | 88.89%  | 06m 42s             | Failed  | 2020-11-25 |
| One Off's Lesson                               | 100%    | 01m 42s             | Passed  | 2020-11-27 |
| Question Resource Guide                        | 87.5%   | 03m 52s             | Failed  | 2020-12-15 |
| Negative CSAT Response                         | --      | --                  | Pending | 2021-01-22 |

Managers can drill down to see how an individual is doing.



# Calibrations and Community



- Incorporate agents into discussion so they understand how scorecards are graded.
- Person vs. person → person vs. system
- Calibrations help agents put them in the position of the grader.
- Until they used tool themselves, they saw it as something working against them.
- Community has helped incentivize the agent experience.
- Karma Store is a reflection of how the agents want to be rewarded and what they enjoy working towards.



**Lucy** -- recognized **Walter Smith**

About 2 hours ago



Way to go, Heather! Keep it up!



**Walter Smith** received a **Local Retention Ringer** 🛎️ badge

You're receiving this award because you Retained someone on the local team! Ding, ding, ding!

♥️ 1 💬 1

♥️ Like

💬 Comment

★ Recognize



**Walter Smith**

Thank you!

About 2 hours ago

♥️ like



**Josh** recognized **Lucy**

7 days ago



Thank Amber for everything today I was in a tough spot and you really eased my mind that you had me and the team covered!



**Lucy** -- received a **The Roll With The Punches Badge** badge

You are receiving this badge because you demonstrate a positive attitude in the face of adversity! Thanks for rolling with the punches!

♥️ 1 💬 1

♥️ Like

💬 Comment

★ Recognize



**Lucy**

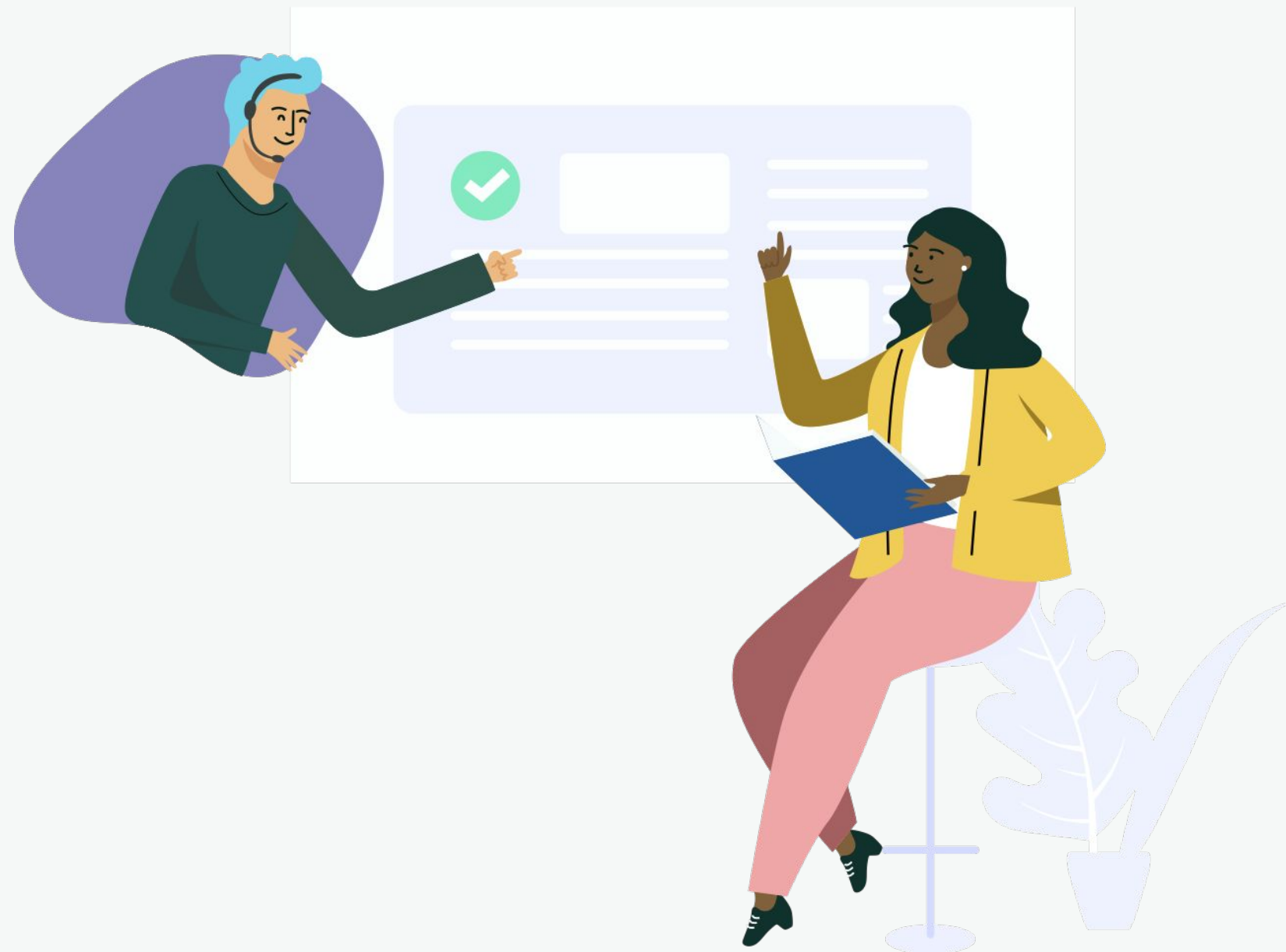
Gah, Josh! Thank you for all the communication and keeping me in the loop with today. I always got your back! Now let's pray for no more power outages! 🙏

7 days ago

♥️ 1

♥️ like

# CX is impacted by AX




- Customer support is emotional labor.
- The agent feels that because Literati cares about them, their overall experience is positive, even on difficult days or through difficult customer interactions.
- Remind agents why they are doing what they are doing.
- Right now in remote work environment, recognition through the Community Wall is so crucial.

# POLL

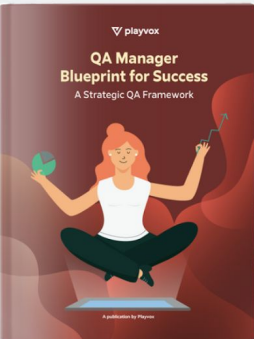




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EBOOK


### QA Manager Blueprint for Success A Strategic QA Framework

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#### Blog


Visit to our blog to receive customer experience and satisfaction tips once a week!

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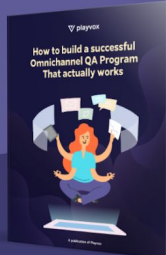
EBOOK

### How to Scale Your Business and Customer Service Program for Maximum Efficiency

[DOWNLOAD](#)

EBOOK

### How to Build a Successful Omnichannel QA Program (That Actually Works)

[DOWNLOAD](#)



Agyle Time



**Tuesday, February 2nd, 2021**

## A Match Made in Heaven: Playvox Agent Optimization Suite and Agyle Time's Workforce Management Platform



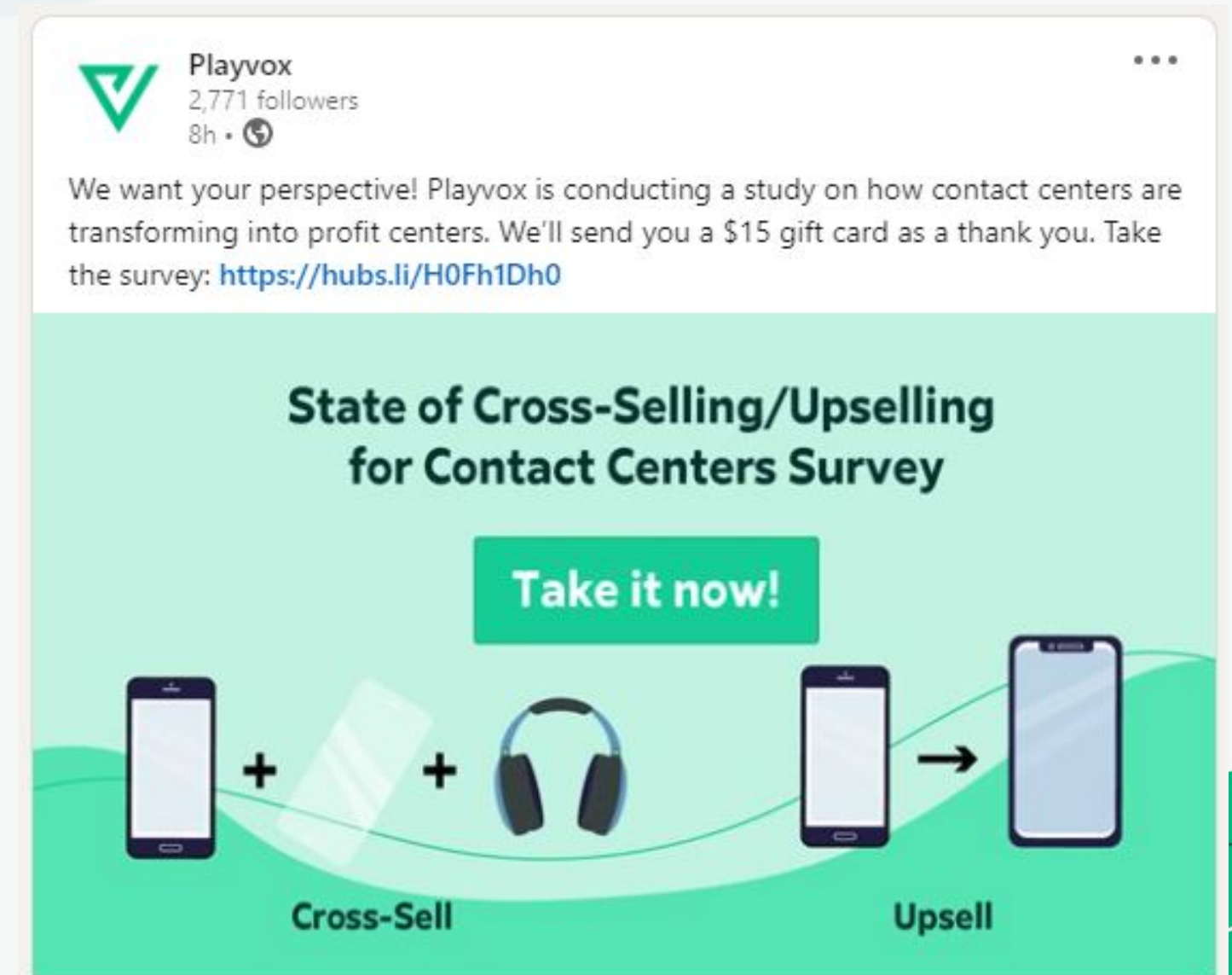
**Oscar Giraldo**  
Founder & CEO  
Playvox



**Seb Wortley**  
General Manager,  
Workforce Management

# Cross-Selling and Upselling in the Contact Center

Share your perspective



**Playvox**  
2,771 followers  
8h • 🌐

We want your perspective! Playvox is conducting a study on how contact centers are transforming into profit centers. We'll send you a \$15 gift card as a thank you. Take the survey: <https://hubs.li/H0Fh1Dh0>

**State of Cross-Selling/Upselling for Contact Centers Survey**

**Take it now!**

**Cross-Sell** + **Upsell**

The graphic illustrates the concepts of cross-selling and upselling. On the left, under the heading 'Cross-Sell', there is a smartphone icon, a plus sign, a document icon, another plus sign, and a headset icon. An arrow points from this group to the right, where the heading 'Upsell' is located. Above the arrow is a green button that says 'Take it now!'. The entire graphic is set against a light green background with a subtle wave pattern.

# Agent Optimization Suite

## Training

Train new hires and conduct remedial training on the same platform.

## Motivation

Recognize and reward your agents for achievements to goals.

## Quality

Identify priority issues for agent coaching and training.

## Coaching

Leverage team leaders to develop agent skills.

## Performance

Track agent performance to key metrics.

