

Tony Procops - General Manager, ASC On Quality Monitoring

What mistakes do companies make when trying to enhance quality in their contact center?

The biggest mistake involves a failure to use metrics to establish minimal levels of performance for all agents. To take it a step further, companies should create a system of rewards for outstanding customer satisfaction or some form of meaningful incentive-based compensation. Agent training should also be improved to prevent the same mistakes from occurring again and again. Currently, many firms coach their employees only when a customer complains. By then, it is probably too late to save the account.



Tony Procops
General Manager
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What advice would you give someone looking at a quality monitoring solution for the first time?

The buyer should talk to numerous vendors to understand the technology and its functions before making a decision. I encounter too many organizations that purchase inadequate solutions and fail to receive a significant return on investment.

The vendor product strategy must be built on a customer centric model, and the product should be able to evolve as the buyer's needs expand or change. The better solutions are built on an open systems platform and come with a Software Maintenance Agreement.

How do companies generally measure the return on investment in this technology?

Typically, they examine several factors including reduction in agent turnover, increased productivity, and improved customer satisfaction and retention rates.

By reducing turnover, companies save the time and money required to recruit, hire and train new agents as well as the start-up costs needed before they can become productive. Subsequently, increased productivity, through enhanced monitoring and training, leads to greater efficiency and contacts handled per agent. By listening to customer interactions and improving the way transactions are conducted, combined with the resulting satisfaction generated by well-trained agents, companies increase sales and improve customer retention. What is the value of a lost customer?

Do you feel that enough contact center expenditure is spent on training agents these days?

Never. The more professional the agents, the higher the yield produced.

How will we be using this technology in the future/what trends do you foresee?

This technology is just starting to evolve and improve. The next big trend will involve data mining. As you monitor and record customer interactions, you are storing a huge amount of information about their requirements, issues and perceptions as well as market trends. Today, contact centers using quality monitoring focus on random evaluations, thus missing many of the larger issues. Unfortunately, it takes too much time to evaluate all interactions. But next generation technology will allow managers to search for key phrases from the stored data or be notified when certain words are spoken. This capability will allow organizations to truly benefit from the systems being installed and provide valuable data to help them manage their business.

How do the various industry rules and regulations impact quality monitoring in a contact center?

The most important industry regulations concern the legality of recording.

Both federal and state statutes govern the use of electronic recording equipment. The unlawful use of such equipment can give rise to a civil suit by the injured party or criminal prosecution.

Federal law allows recording of phone calls and other electronic communications with the consent of at least one party to the call. Thirty-eight states and the District of Columbia permit individuals to record their conversations without informing the other participants they are doing so. These laws are referred to as "one-

party consent" statutes.

Twelve states require, under most circumstances, the consent of all members in a phone call. Those jurisdictions are California, Connecticut, Florida, Illinois, Maryland, Massachusetts, Michigan, Montana, Nevada, New Hampshire, Pennsylvania and Washington. Often referred to inaccurately as "two-party consent" laws, the regulations require everyone involved in the conversation to agree to the recording. As a result, many organizations have added the typical recording disclaimer on the IVR message all incoming callers hear.

About Tony Procops:

Tony Procops, General Manager of ASC, established its North American subsidiary in 1998 and oversees all its operations. Prior positions include Vice President of Healthcare and Regional Vice President of Voice Recording at Dictaphone Corporation, and, prior to that, 15 years at Lanier Worldwide in field and management sales positions.

About ASC:

ASC is a global provider of integrated communications recording and quality-monitoring solutions for contact centers, financial institutions, and public safety and government organizations. The company's products preserve, analyze and improve all customer interactions. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

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