11 Powerful Functions of Quality Assurance in a Contact Center

Scorebuddy
QUALITY SCORING SYSTEM

- **What Is Call Center Quality Assurance?**
Call center quality assurance (QA) is **the process of monitoring and evaluating customer interactions to ensure that predefined standards are met**.

Typical contact center QA objectives include:

Improving customer satisfaction

Ensuring regulatory compliance

Improving operational efficiency

Maintaining service standards

Identifying training opportunities

1. Correlating QA scores with customer feedback/surveys

2. Evaluating agent performance

3. Completing root cause analysis

4. Providing coaching plans for learning and skills development

5. Enabling regulatory compliance

- In the **U.S.**, call centers have to remain compliant when it comes to:

  - Recording/using credit card data
  - Fair debt collection
  - The Do Not Call Registry
  - GDPR regulations in the EU
  - HIPAA
  - And more...

6. Providing customer insight that is used elsewhere within the organization

- Quality assurance in your call center can **provide a myriad of business benefits related to customer satisfaction and increased revenue**.
When done well, QA can reveal:

✓ **Brand loyalty**—what it takes to create brand evangelists who will promote your brand.

✓ **Brand differentiation**—what makes your company stand apart from your competitors.

✓ **Customer retention**—why your customers are willing to stay with your brand.

✓ **Customer value**—how much your customer is worth in terms of revenue and profitability.

✓ **Revenue potential**—areas where your customers are willing to pay more for a better experience.

7. Monitoring your remote workers

8. Driving internal process improvements

- The key is **to use your quality assurance process to better understand your call center workflow**. You need to be able to develop an organizational chart that can help you determine:

  - Who is responsible for what, so you can prioritize support tickets and needs
  - What tools are available to categorize inquiries and segment your customer service support
  - How your customer service is delivered, so you can enable self-service as needed
  - The level of Agent productivity, and constantly test different approaches to improve efficiency

9. Providing information for audit trails

10. Driving customer experience improvements

11. Tracking hard and soft gains

- By quickly being able to retrieve past data and compare it to your trajectory for the future, you can discover:

✓ How you're growing revenues from your call center actions

✓ How you're improving customer flow

✓ How you're reducing customer churn

✓ How you're improving loyalty

✓ How you're increasing engagement

✓ How you're enhancing productivity

✓ And even how you're improving collaboration