

## QEVALPRO HELPED THE US BASED WIRELESS COMPANY TO **ENHANCE CUSTOMER SENTIMENTS ALONG WITH AGENT'S PERFORMANCE**

### About Client

The client is an American based wireless company and is one of the best in its niche. The client claims to have reached about one billion consumers annually over its one million effective small cell networks regarding cellular extension services including distributed antenna system and Wi-Fi.

### The Problem

Client felt the need to measure and analyze their Voice of Customer (VOC) along with CSAT (Customer Sentiment Analysis) and hence they were looking for a breakthrough about their call evaluations techniques.



### The Results

On an account, the overall growth in CSAT after implementing strategical methodologies from QEvalPro, was measured to be 2%. The client experienced improved agent effectiveness and sales growth along with the reduction in cost of quality monitoring services. Additionally, QEvalPro also helped client to receive enhanced customer base and market insights.

### QEval's Strategy

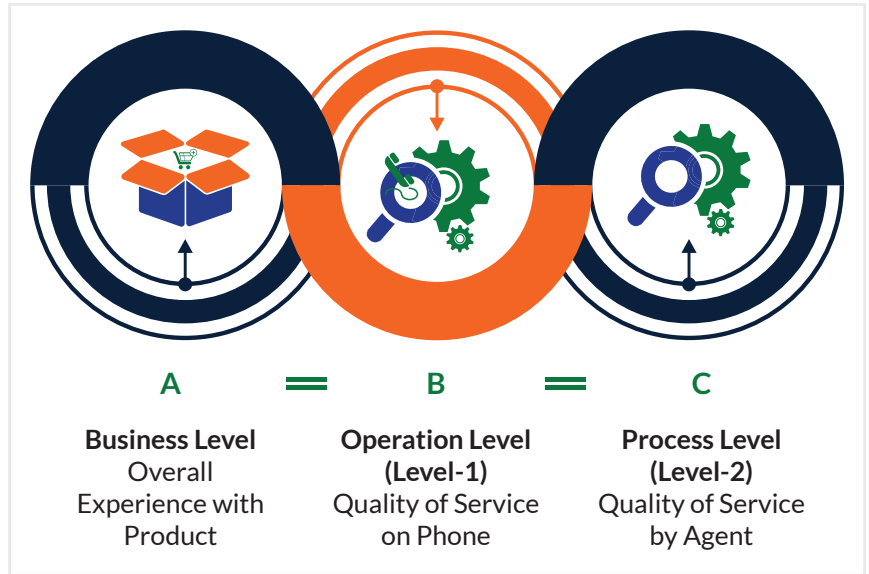
To make an analysis for agent's performances and the associated CSAT, some of the calls from client were adhered to prepare feedbacks for agent performance, business insights and VOC. Further, some of the steps were also taken for QA process that include-

- » Monitoring about 20% of sample calls from client.
- » Evaluating and observing the calls by utilizing set of QEvalPro reports.
- » Filtering the limitations of sample calls on the basis of generated data from QEvalPro reports.

### Key Driver Analysis

QEvalPro made use of its specific categories of reports in order to analyze agent's performance, customer sentiments and sales graph of the client. These reports featured-

- » **Overall Program QA Score-** QEvalPro used this report to track down the performance of agents for each and every segment of the QA Form. This helped the agents to identify their top strengths and opportunities surrounding sales. Further, the targeted coaching resulted in increased sales.
- » **Callwise QA Score-** This report was used by QEvalPro to determine specific sentiments shared by the customers. A detailed analysis of this consolidated data enabled the client to reduce the drivers of negative sentiments thereby augmenting positive sentiments. Apparently, an overall increase of 12% was found in Customer Satisfaction within a timespan of merely 3 months.



- » **Trending Report-** This report helped QEvalPro to monitor the overall impact of each driver on customer sentiments. It also allowed to extract overall performance of agents and identifying crucial behavioral trends, which resulted in increased sales pitch and overcoming limitations.

### Solution Offered

QEvalPro used its analytical techniques to generate statistics for evaluating customer sentiments analysis and to overcome consistent downfall performances of agents. They also highlighted that the agents weren't acknowledging customer's concerns which was added to the evaluation form as a key metric.