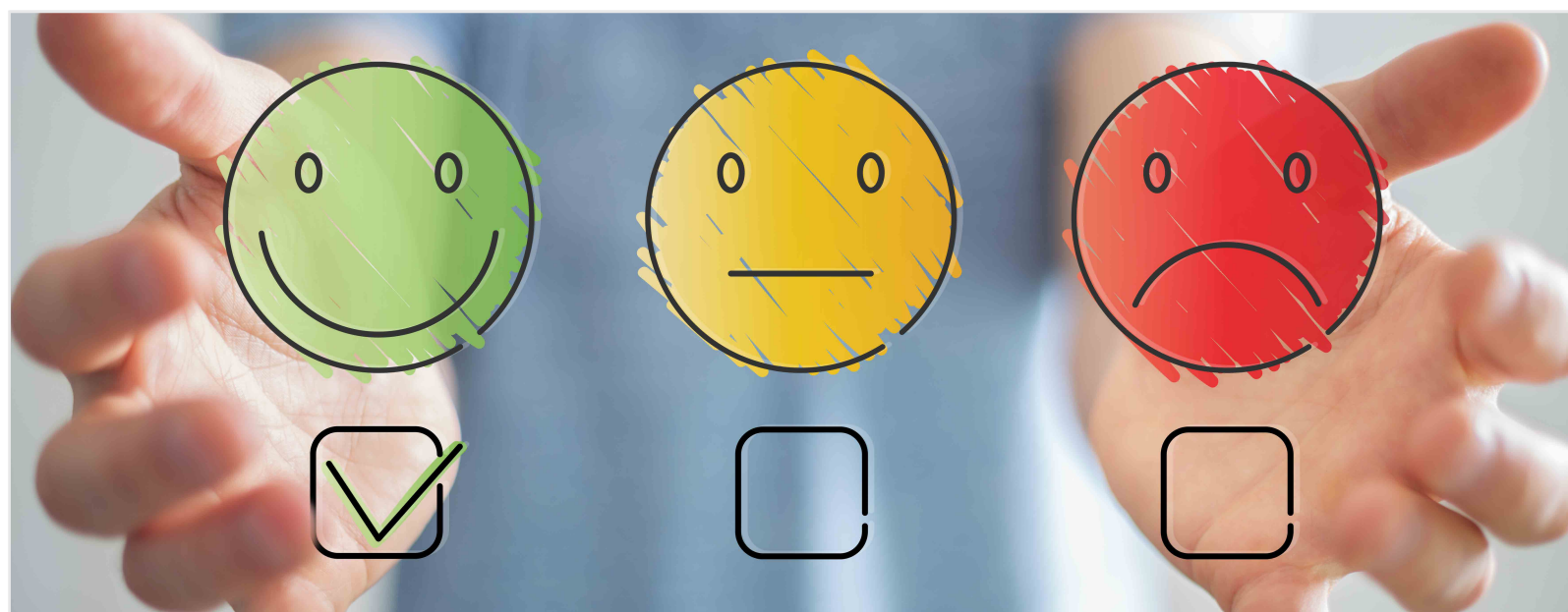


HOW QEVALPRO RESULTED IN ENHANCING CUSTOMER SATISFACTION FOR **A TELESales COMPANY**

About Client

The client is a professional contact center company based at Lithuania for over a decade, offering their end-user services as well as telesales partner. It provides service in 8 different languages and has a vast experience in various domains like Online Bookings, Logistics, Financial Sector, Retail and others. It offers sales and customer service facilitation in multiple regions.



The Problem

With the degrading graph in customer satisfaction and agents' performance, the client was looking for easy to implement quality analysis platform which could also be customized according to their requirements.

The Results

The client found it extremely easy to understand about how details can be created to use platform for evaluating performance of its own agents on various campaigns they work on. Apart from that the client also learnt to utilize the platform to coach them for their performance enhancement. Further, the customization abilities of the tool allowed the client to use platform in their local language and also as a training platform for their agents.

Analysis of the Problem By QEvalPro

To analyze the ongoing scenario of client's CSAT and agent's performance, QEvalPro took some of the calls into account. While monitoring it was found that agents were not proficient enough to satisfy customer related queries. The consistent process of poor agent responses resulted in dropping of customer interaction. Consequently, the continuous low call volumes affected the client's services.

How QEvalPro Resulted In Improved Customer Satisfaction For Client?

With reference to the observations made from sample calls, QEvalPro implemented some of its various report categories to enhance agent's performance. These reports included-

Overall Weekly Program Summary Report

This report displays overall program QA score at parameter, section, and overall level. Users can apply filters to view this report as per requirement such as at center level, partner-level sub-program level, particular agent/supervisor wise etc. With the use of this report the leaders can determine declining areas of the team and hence focus on their coaching programs. This will also generate weekwise data to monitor growth/declined under particular section or parameter over a period of time.

Program Summary Report by Agent

With this report, supervisors can determine the lacking portion of the program alongside the areas they are struggling with. This report also helps to train the representatives for their underperforming areas to enhance their presentation.



Weekly Section Average Score Report By Agent

This report will help to understand overall performance of agent week wise through sections. This will help to identify opportunity under particular section over the period of time. This will give overall details on how agent is performing and will help to identify which section needs focus more.

Login Logout Report

This report will be useful especially when we need to monitor performance of in-house QA/supervisor team. This will help us to identify productivity of each QA or supervisor by having data such as total login time and number of evaluation performed.

With the implementation of the above mentioned reports, remarkable growth in terms of representative performance can be resulted.