

# Quality Management for Cisco Contact Centers

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# ZOOM Quality Management

## Agenda

- About ZOOM
- ZOOM QM
  - CallREC
  - ScreenREC
  - LiveMON
  - ScoreCARD
- Benefits

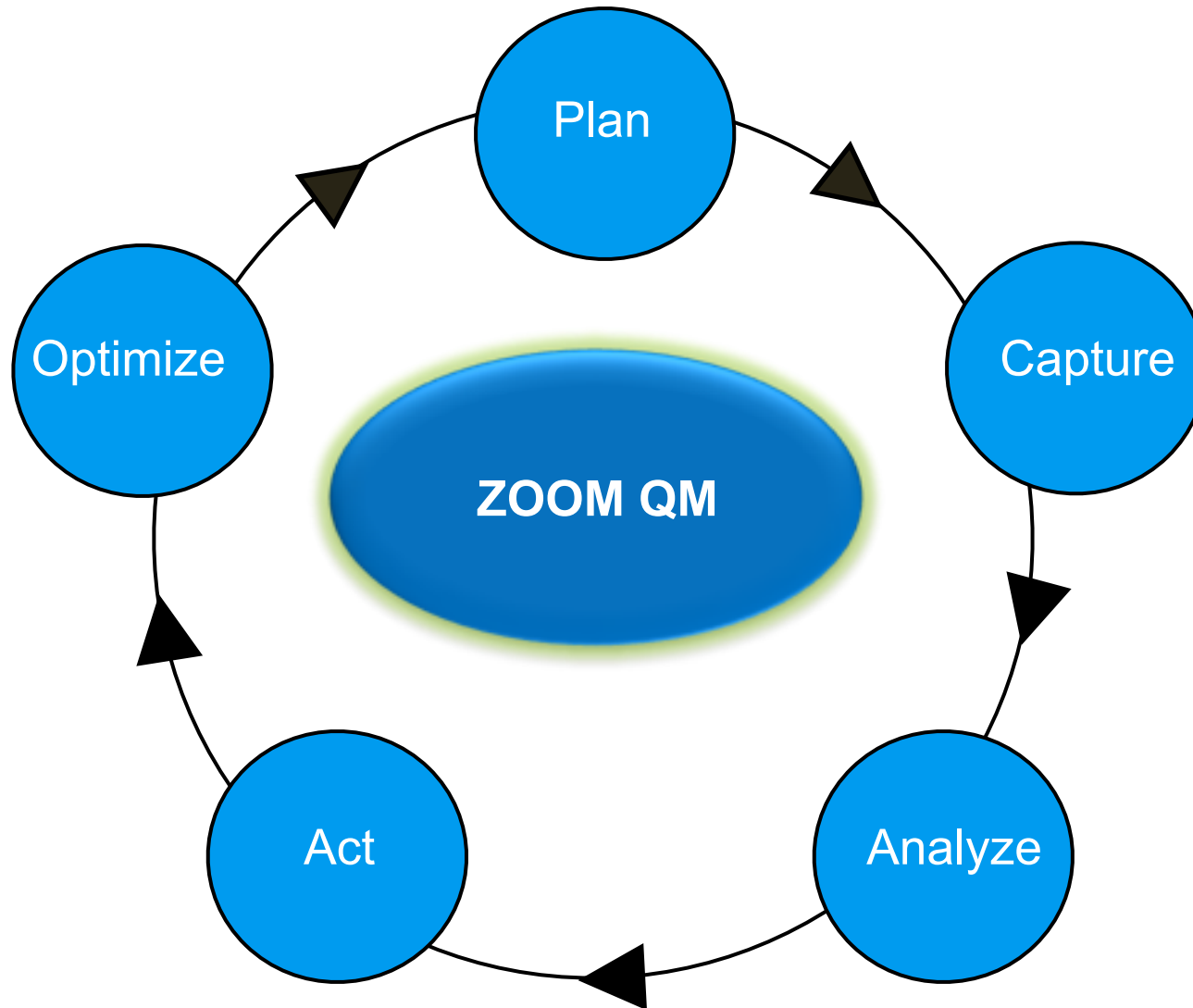


# ZOOM Quality Management

## About ZOOM

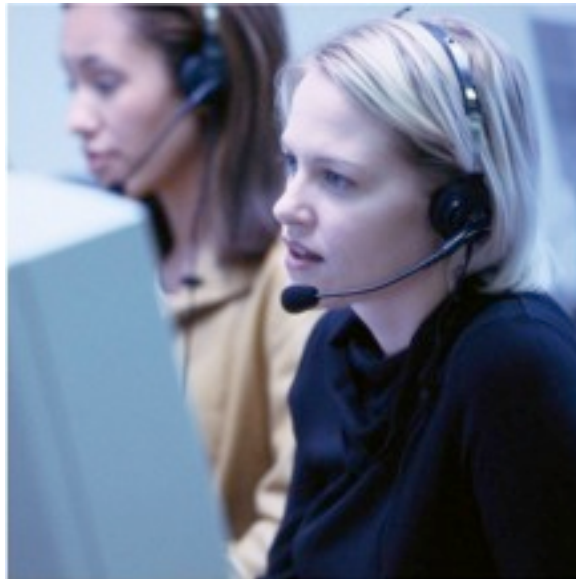
- 12 years on the market with global presence  
(Europe, US, UAE, CIS)
- 6 years at Deloitte Fast50 in CEE
- Exclusively focused on solutions for UC and Contact Centers
- Cisco Solution Developer Partner
- 380+ customers in 32 countries
- 45 000+ recorded positions

# Quality Management Process



# Where is ZOOM QM Needed?

- Contact Centers
- Compliance Recording



# ZOOM Quality Management



ZOOM CallREC



ZOOM LiveMON



ZOOM ScreenREC



ZOOM ScoreCARD

# ZOOM CallREC - Capture

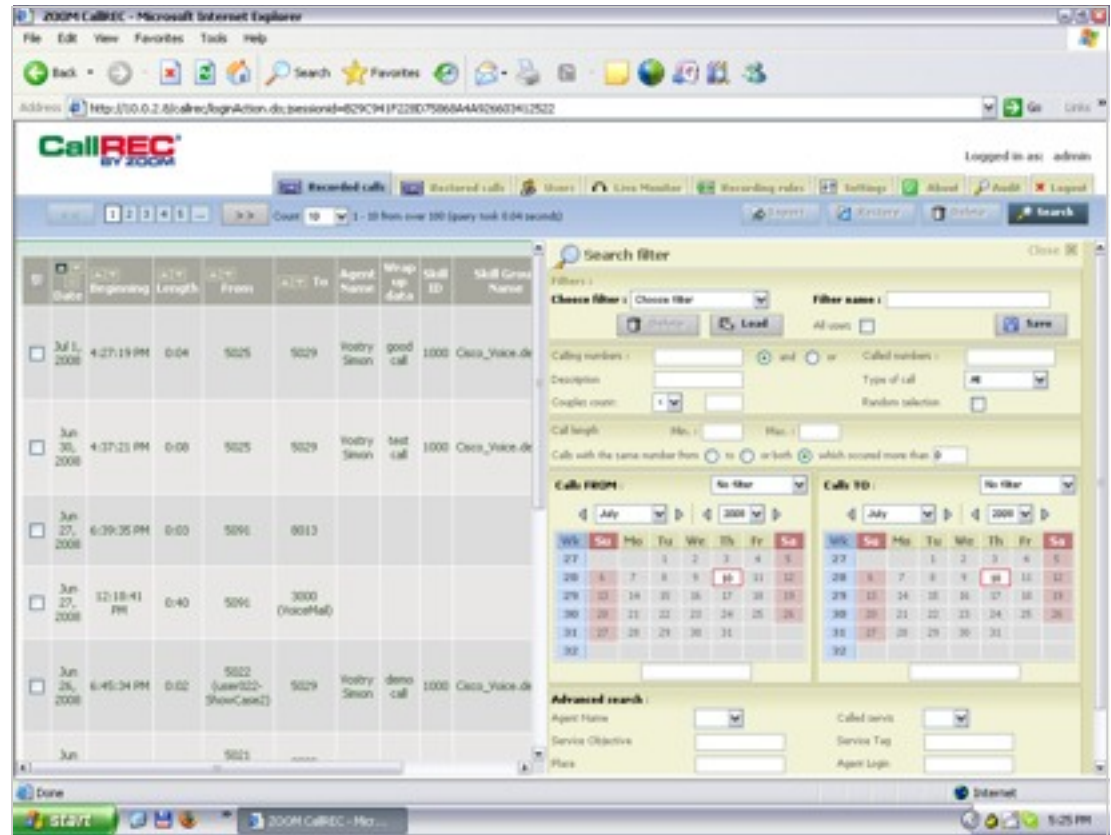


- Cisco compatible
- 100% software solution
- Scalable from few recorded phones to thousands
- Distributable, redundant and modular architecture
- Romanian Localization

# ZOOM CallREC - Capture



- Multilevel access
- Total recording
- Recording on demand
- User management
- Audit Log
- Lifecycle management

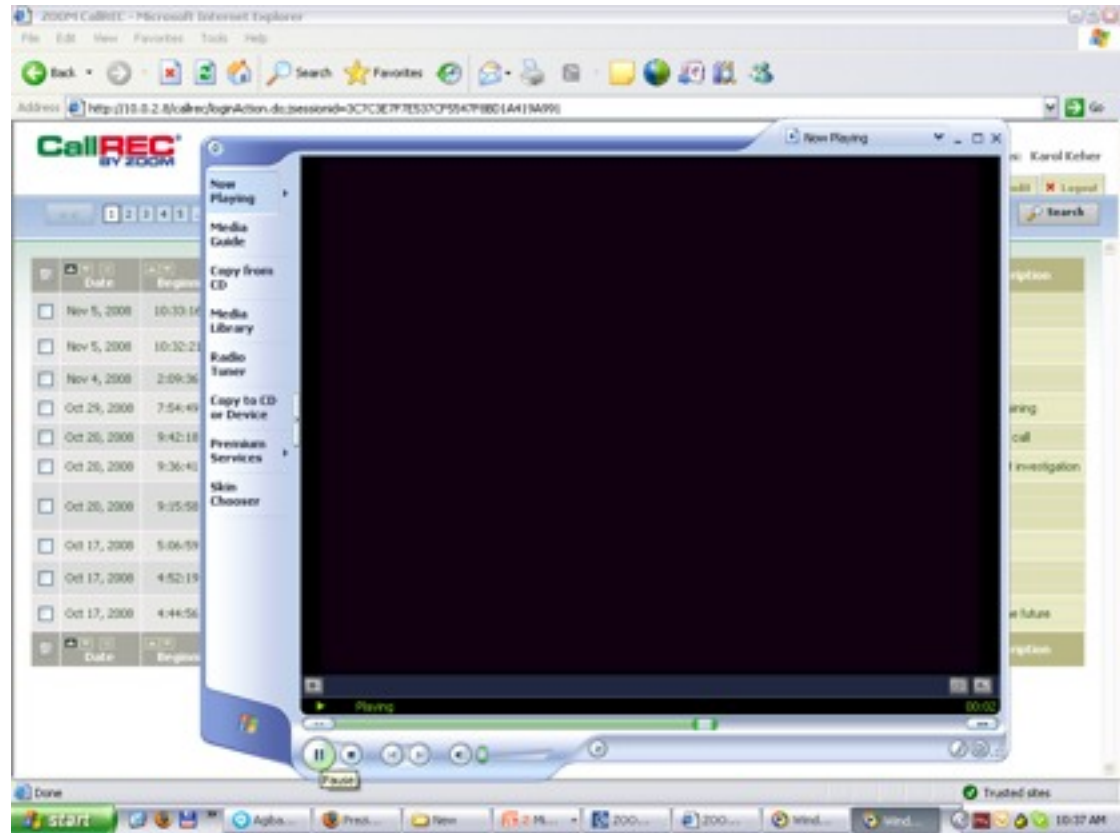




# ZOOM ScreenREC - Capture



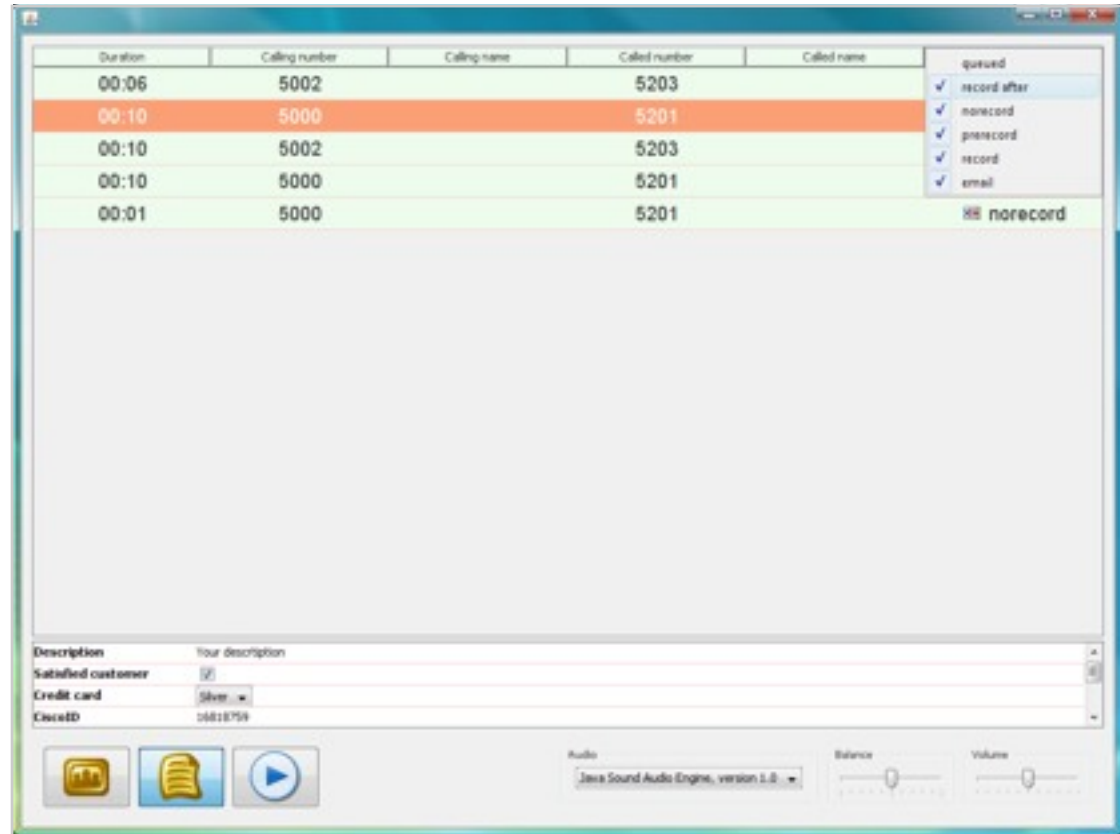
- Methodical
- Precautionary
- Protective



# ZOOM LiveMON - Analyze



- Listen to occurring call
- Supervisors monitor selected agents
- Comment and Flag



# ZOOM ScoreCARD- Analyze



- Plan
- Evaluate
- Act

A screenshot of the ZOOM ScoreCARD web application interface. The interface is divided into several sections. On the left is a sidebar with navigation links: Evaluations, Evaluation List, Evaluation Planner, Reports, and About. The main area is titled 'Evaluation List' and contains a table with columns for 'Questionnaire', 'Mail Tracking Number', 'Agent', and 'Ticket Number'. Below this table is a list of evaluation criteria, each with a percentage and a number of items: 'Call Opening, 15% (2 items)', 'Correct Greeting/ Introduction (80%)', 'Did agent ask security question? (20%)', 'Body Of Call, 30% (5 items)', 'Active listening (20%)', 'Active questioning (20%)', 'Identified issues (15%)', 'Provided information (15%)', 'Troubleshooting (20%)', 'Call Skills, 30% (4 items)', 'Build rapport (20%)', 'Use of verbal nodes (15%)', 'Identified issues (35%)', 'Troubleshooting (30%)', 'Call Management, 15% (3 items)', 'Correctly handled difficult call (30%)', 'Used correct protocols (50%)', and 'Correct call procedures (20%)'. At the bottom of the main area is an 'Internal Note' field. On the right side of the interface is a 'Grading Form' section with a 'Question' field, an 'Answer' field, and a 'Total Rating' field. The 'Total Rating' field shows a value of 15%. The interface also includes a 'Feedback Panel' at the bottom and a 'Done' button on the left. The status bar at the bottom indicates 'Internet | Protected Mode: Off' and '100%' zoom.

# ZOOM ScoreCARD – Analyze



## Why ZOOM ScoreCARD?

you will have ability to assess if your agents:

- proper knowledge base
- act in a professional manner
- have the proper soft skills

reports and graphs provide info about:

- trend monitoring
- comparison of individual and group performance

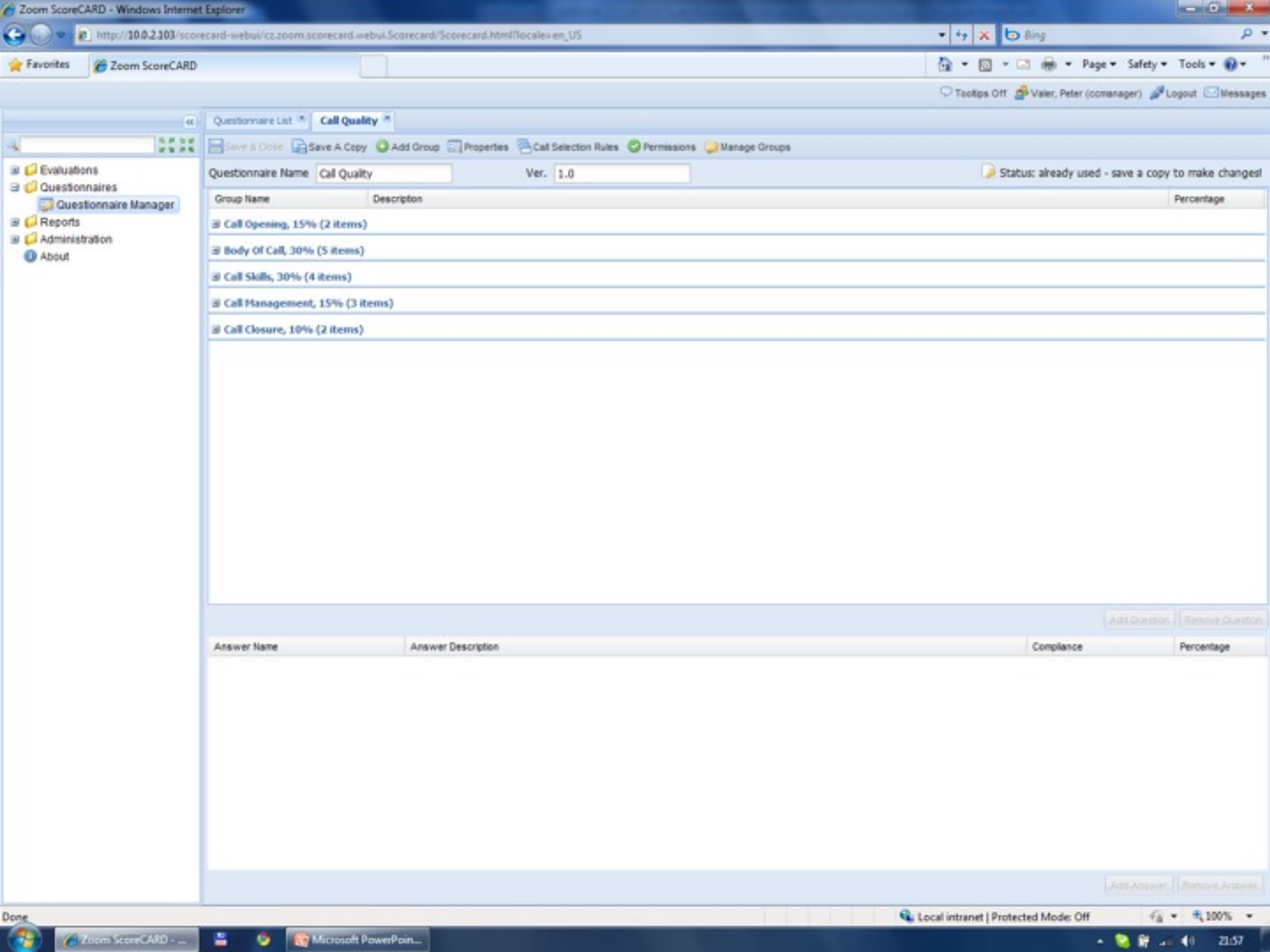
# ZOOM ScoreCARD - Analyze

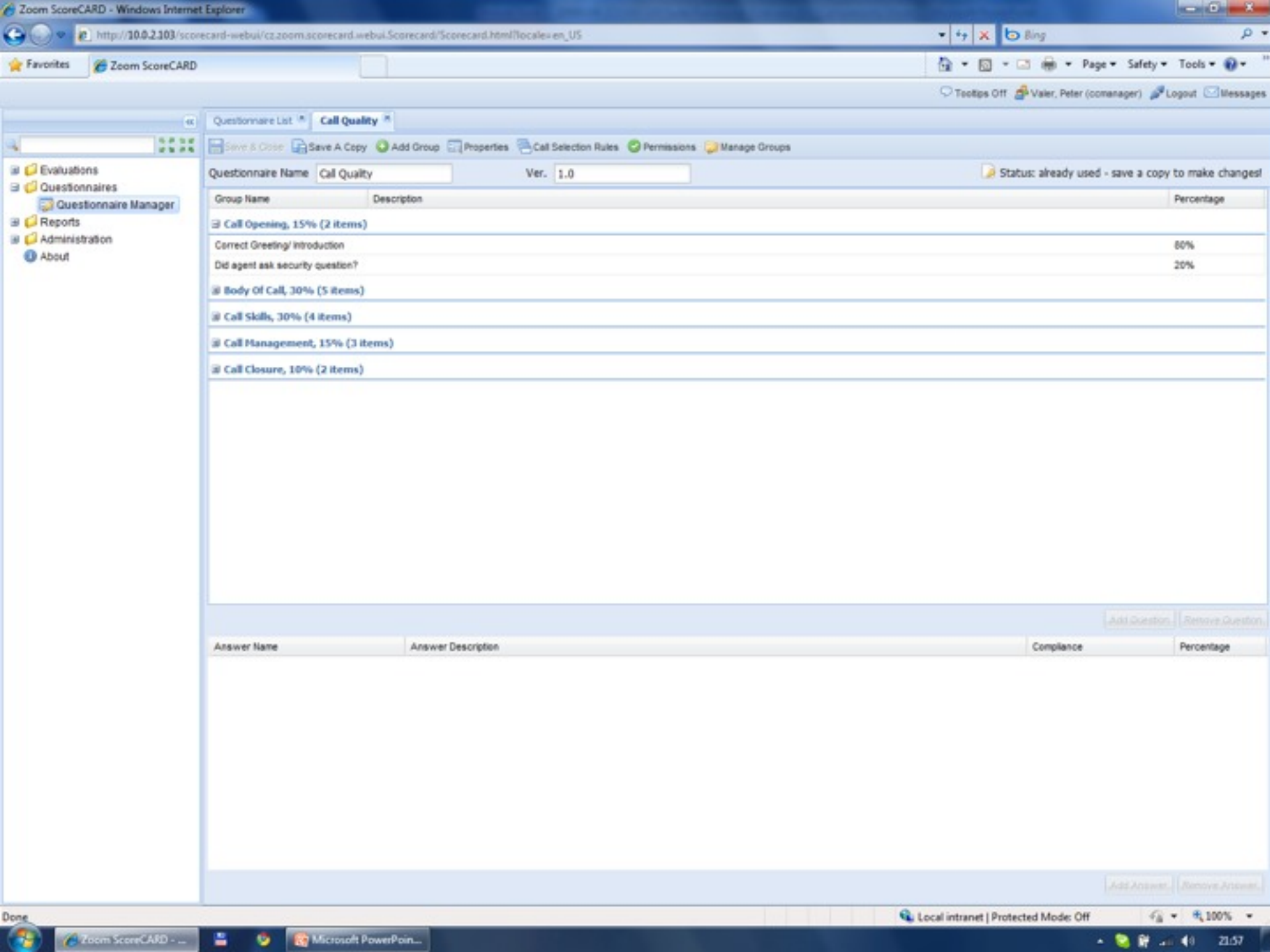


## How?

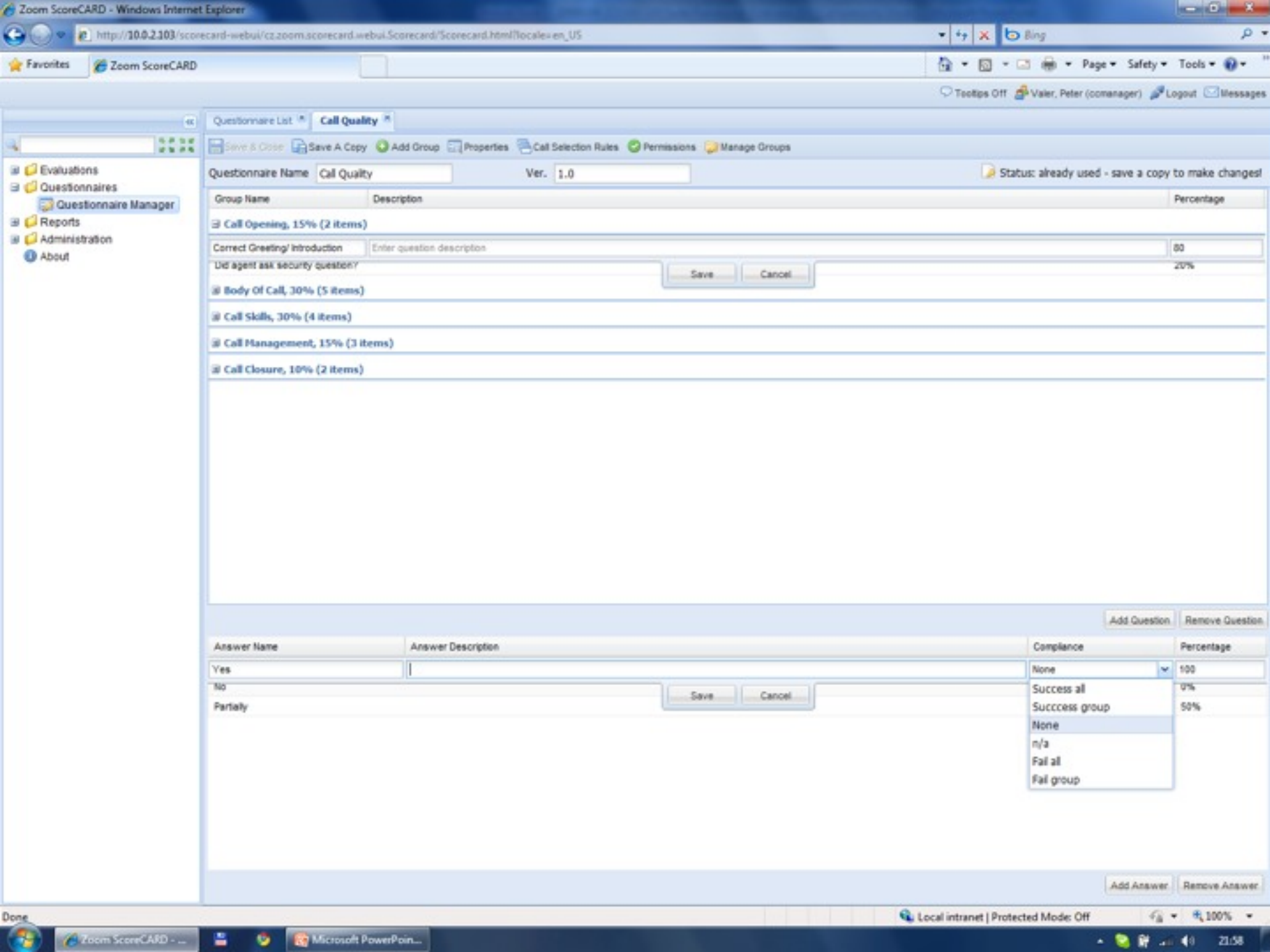
- Questionnaire creation
- Evaluation planning
- Evaluation process
- Reports
- Graphs

## Questionnaires

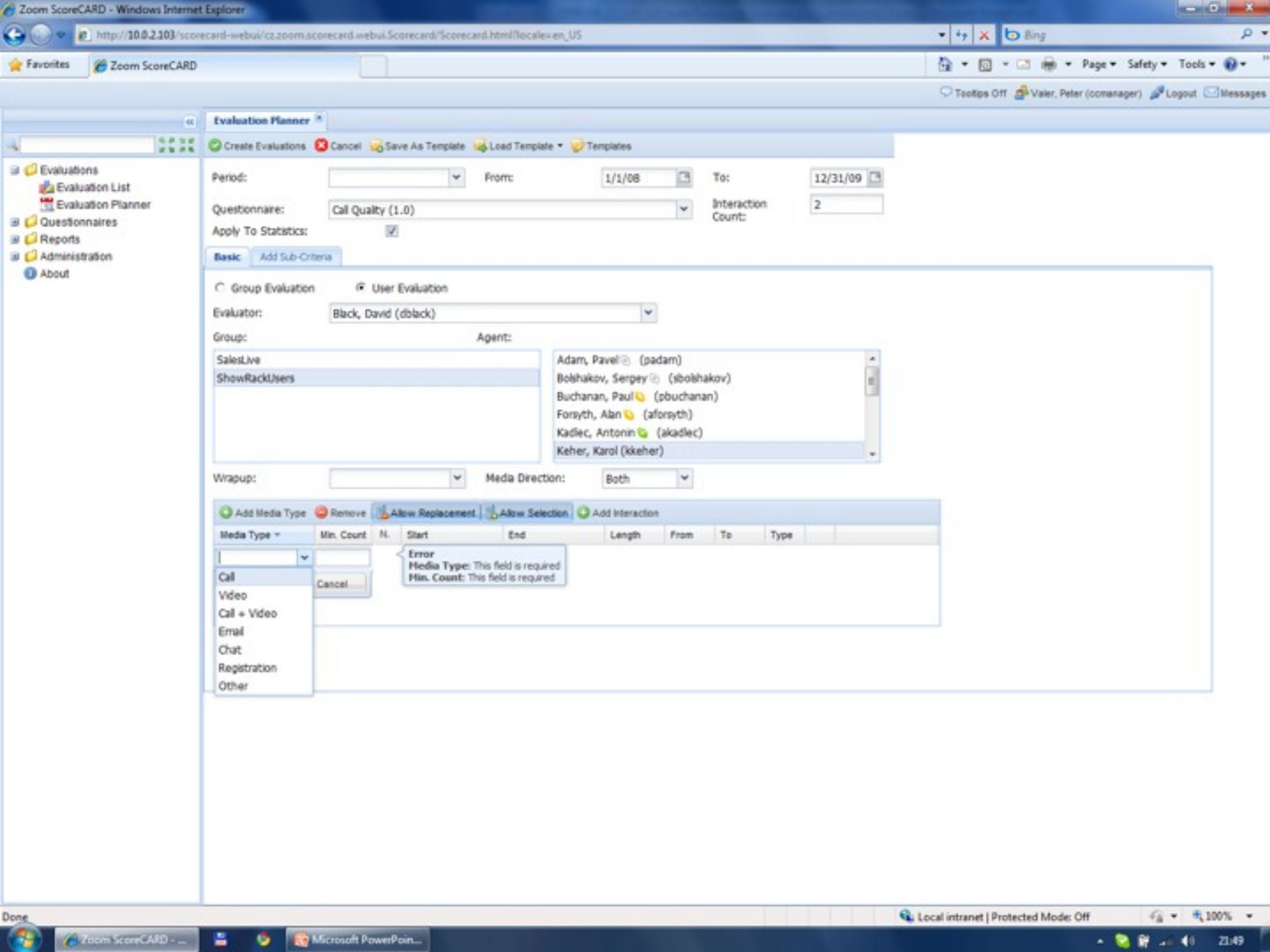


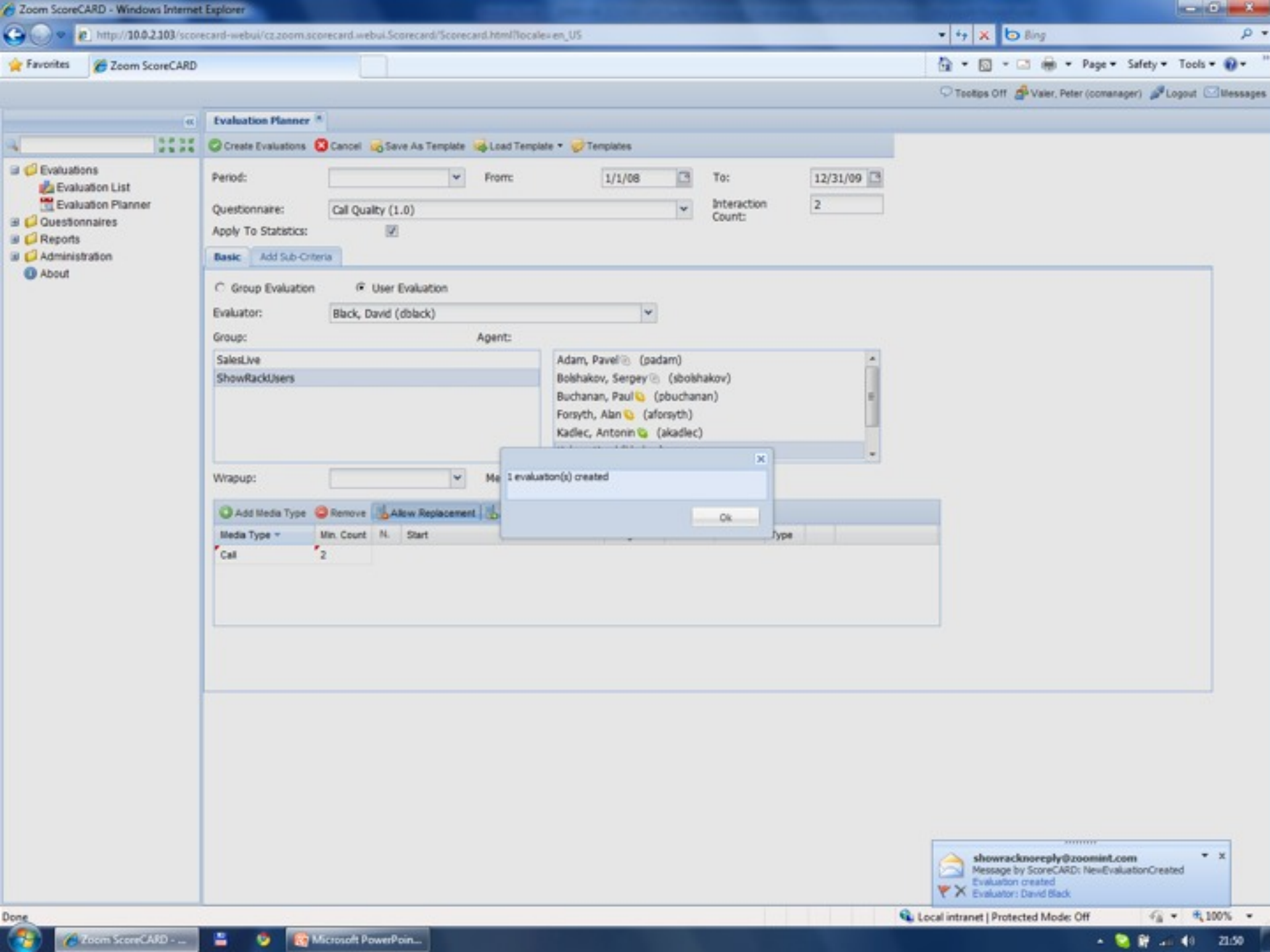






## Evaluation Planner





## Evaluations





Evaluation List

Evaluator Form

Add Specific Interaction(s) Get Random Interactions Remove Selected Clear All Interactions Report Close Show Parameters Change parameters Send Feedback Now Feedback History

- Evaluations
- Evaluation List
- Evaluation Planner
- Reports
- About

Questionnaire: Call Quality (1.0)

Agent: Vesely, Jan

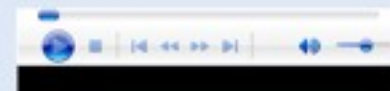
Evaluator: Black, David

Evaluation Period: From: 2/7/10 To: 2/13/10

<input type="checkbox"/>	N.	Start	End	Length	From	To	Type				Current Rating	
<input type="checkbox"/>	1	2/11/10 8:29 PM	2/11/10 8:29 PM	00:00:15	6200	7001					0%	Quick Note
<input type="checkbox"/>	2	1/6/10 8:34 PM	1/6/10 8:34 PM	00:00:34	22255...	7001					0%	Quick Note

Comments

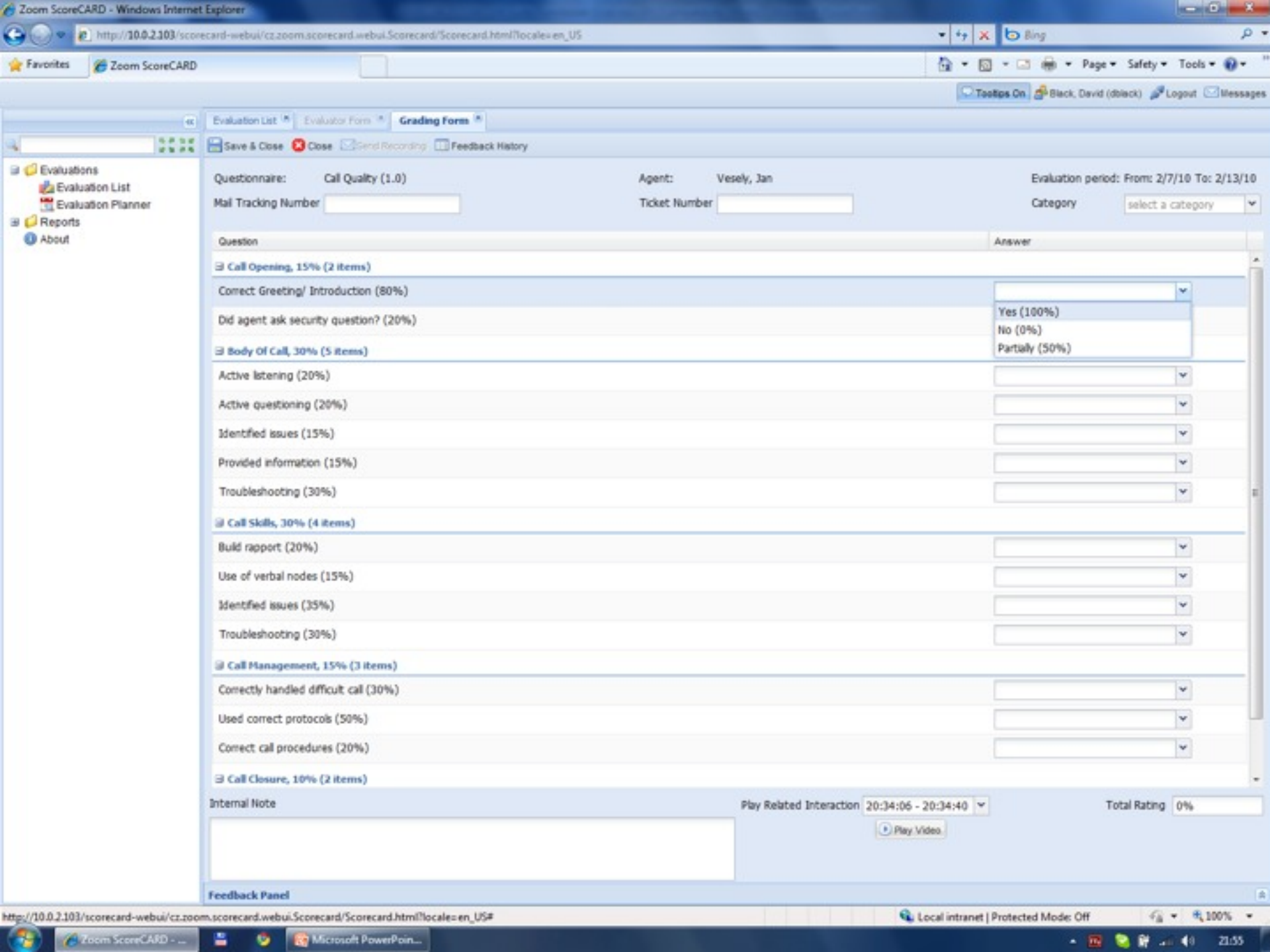
Total Rating 0%



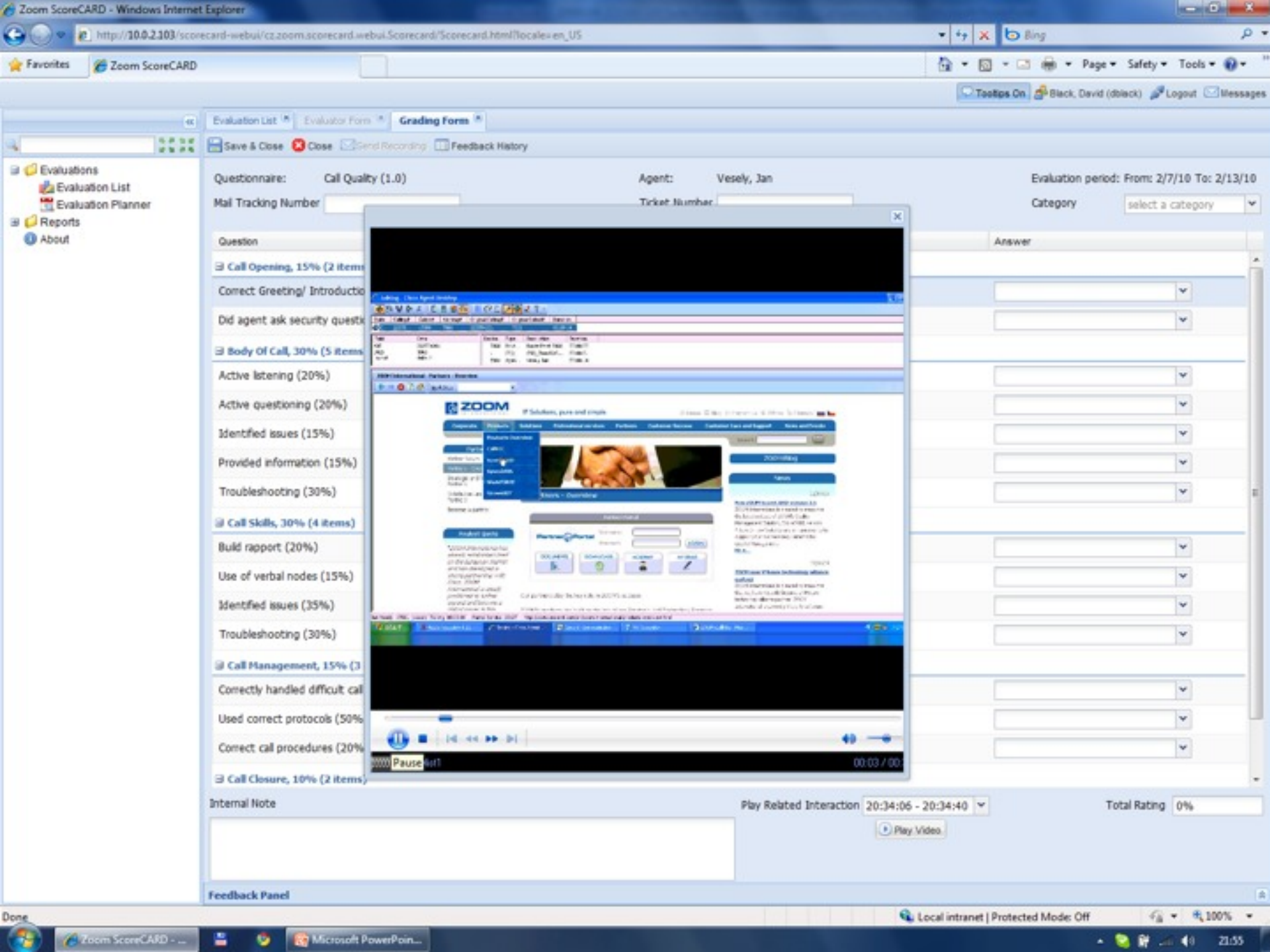
Feedback

Evaluation Feedback [things to improve]

Evaluation Feedback [things to maintain]







## Reports

Questionnaire List: Agents averages per Questionnaire for group

Parameters 1 / 5+ 100%

Main Report

- Evaluations
- Questionnaires
- Reports
  - [Group]: Agent Averages per Ques.
  - [Agent]: Averages per Ques.
  - [Agent Group]: Averages per Ques.
  - Compare Scores
  - Audit Log Report
  - League Table
- Graphs
- Administration
- About

## Individual Averages for Agent



Period from: 2/4/08 Period to: 12/31/08  
 Group of agents: SalesDemo  
 Questionnaire: Call Quality v.1.0  
 Agent:

Agent: Brown James (j.brown)

Grading Form	Month	Average Score
Call Quality v.1.0	03/2008	93.00 %
	04/2008	91.00 %
	05/2008	91.00 %
	06/2008	91.00 %
	07/2008	91.00 %
	08/2008	91.00 %
	09/2008	3.00 %
	10/2008	91.00 %
	11/2008	3.00 %
	12/2008	91.00 %

**Average Score:** 83.75 %

Over All Average Score (Percents): 73.60 %

Over All Average Score (Points): 0 pts.

Over All Average Score (Grades): 0

Over All Weight Average Score (Percents): 73.60 %

Over All Weight Average Score (Points): 0 pts.

Over All Weight Average Score (Grades): 0

Agent: Ivanova Anna (aivanova)

Grading Form	Month	Average Score
Call Quality v.1.0	03/2008	71.00 %
	04/2008	71.00 %
	05/2008	71.00 %
	06/2008	82.00 %
	07/2008	71.00 %
	08/2008	71.00 %

Questionnaire List: Agents averages per Questionnaire for group

Parameters: 1 / 5+ 100%

Main Report

- Evaluations
- Questionnaires
- Reports
  - [Group]: Agent Averages per Ques.
  - [Agent]: Averages per Ques.
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## Individual Averages for Agent



Period from: 2/4/08 Period to: 12/31/08  
 Group of agents: SalesDemo  
 Questionnaire: Call Quality v.1.0  
 Agent:

Agent: Brown James (jbrown)

Grading Form

Call Quality v.1.0

Export

File Format:

Crystal Reports (RPT)

PDF

Microsoft Excel (97-2003)

Microsoft Excel (97-2003) Data-Only

Microsoft Word (97-2003) - Editable

Rich Text Format (RTF)

Separated Values (CSV)

Average Score

93.00 %  
 91.00 %  
 91.00 %  
 91.00 %  
 91.00 %  
 91.00 %  
 3.00 %  
 91.00 %  
 3.00 %  
 91.00 %

Score: 83.75 %

Percent: 73.60 %

Over All Average Score (Points): 0 pts.

Over All Average Score (Grades): 0

Over All Weight Average Score (Percents): 73.60 %

Over All Weight Average Score (Points): 0 pts.

Over All Weight Average Score (Grades): 0

Agent: Ivanova Anna (aivanova)

Grading Form

Call Quality v.1.0

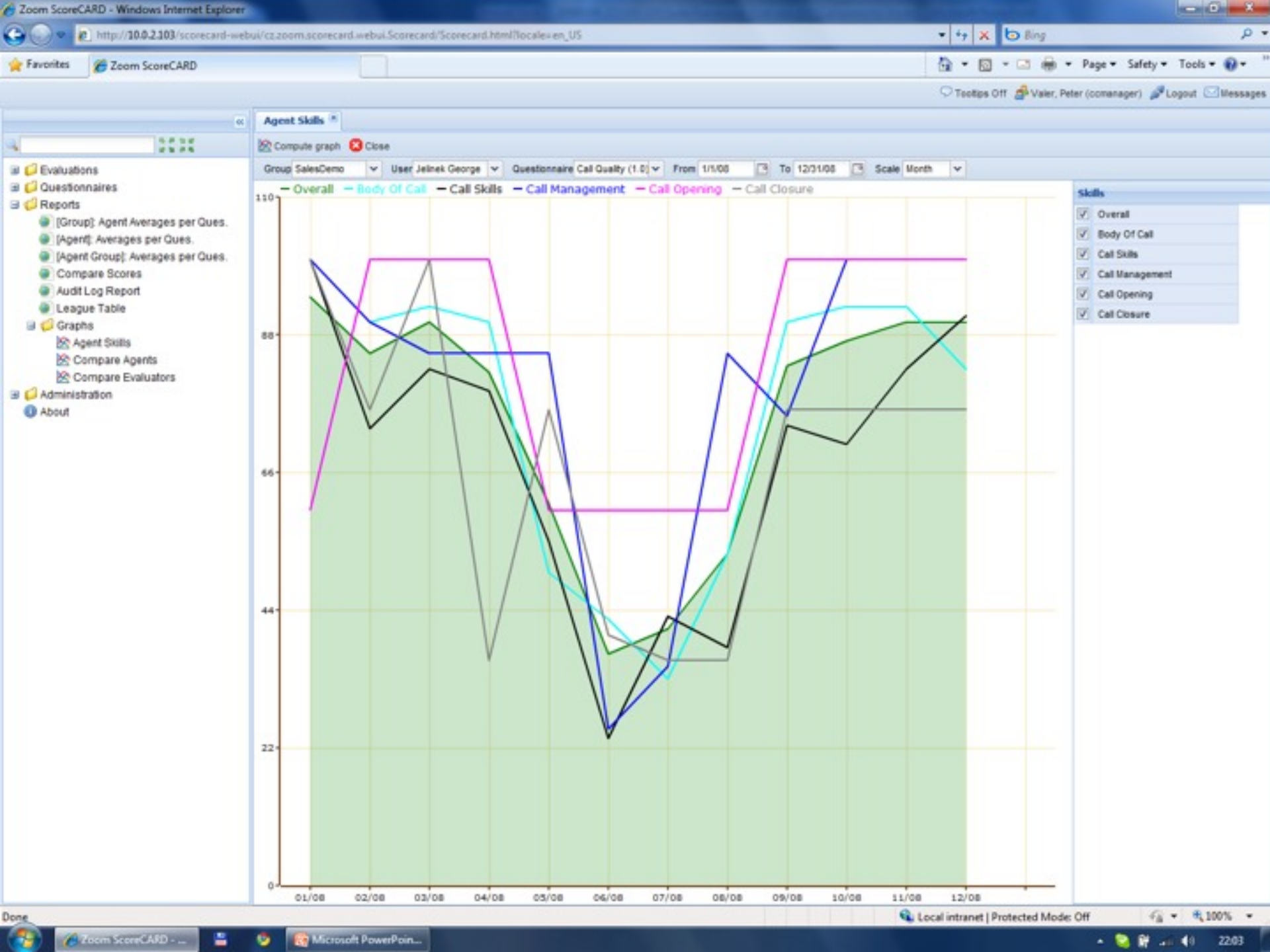
Month

Average Score

03/2008	71.00 %
04/2008	71.00 %
05/2008	71.00 %
06/2008	82.00 %
07/2008	71.00 %
08/2008	71.00 %

## Graphs





# ZOOM QM– Benefits



## Excel vs ScoreCARD

		Excell Approach (min)	ScoreCARD approach (min)
Call Selection		3,50	0,00
Evaluation with agent		2,00	0,00
Average call length		3,00	3,00
Report		2,00	1,00
<b>total</b>		<b>10,50</b>	<b>4,00</b>

# ZOOM QM– Benefits



- Improving customer experience & retention rate
- Getting control over your contact centre
- Effective usage of resources
- Education of newcomers
- Integration with CC platform
- Cost effective



# Contact ZOOM International



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