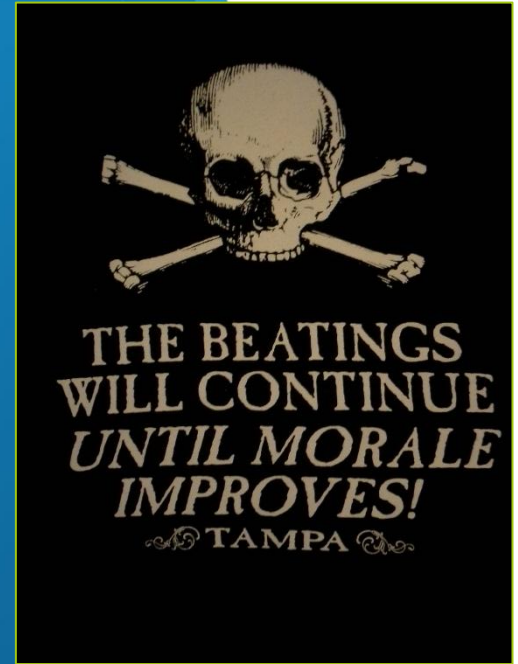
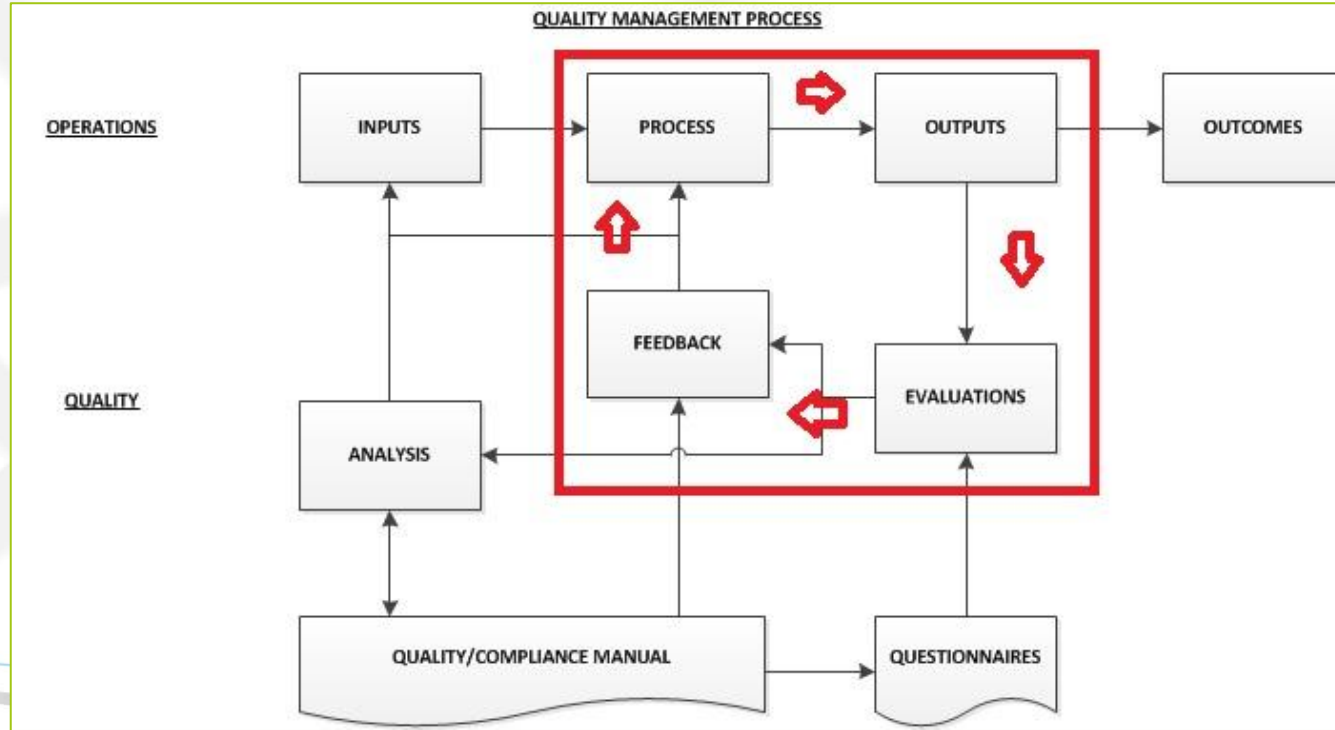


# FEEDBACK— THE “ACTIVE INGREDIENT” IN THE Q.M. PROCESS



# WHERE FEEDBACK FITS INTO THE PICTURE



# WHY WE NEED TO GET IT RIGHT

## > Well delivered feedback:

- Motivates the agent.
- Retains the agent's respect.
- Makes him/her want to stay.
- Improves staff loyalty.

## > Poorly delivered feedback:

- Annoys/humiliates the agent.
- Loses the agent's respect.
- Makes him/her want to leave.
- Increases the risk of malicious action.


# WHERE DOES QUALITY DATA COME FROM?



Print Export Spreadsheet  Include All Possible Answers  Eco Printing

### Evaluation #3001 - Average Handling Time 1.0

Agent: John Smith (jsmith) Evaluation Date: Nov 19, 2013  
 Evaluator: Karol Kadlec (kkadlec) Eval. Period From: Nov 22, 2013 12:00 AM  
 Eval. Period To: Nov 22, 2013 12:00 AM




---

**Interaction #3,001** Start: - End: -  
 Call From: - To: -  
 Direction: All Wrap Up:  
 Category:

Question	Answer	Rating
<b>Opening script</b>		
1. Opening script followed?	Agent did not follow script at all.	0.0%
2. Own and company's name stated when greeting customer?	DO NOT USE!	0.0%
<b>Compliance</b>		
3. Verification procedure correctly followed?	DO NOT USE!	0.0%
<b>Product knowledge</b>		
4. Customer's issue restated to check understanding?	Customer fully agreed with agent summary	100.0%
5. Standard questions followed to find out root cause of problem?	This issue does not have standard questions.	n/a
6. Knowledge used to solve issue?	DO NOT USE!	0.0%
7. Issue correctly escalated to next level?	Issue bot escalated - agent gave correct solution - see question 6 above	n/a
<b>Call handling</b>		
8. Focus maintained by asking questions and setting the agenda?	Not at all	0.0%
<b>Application handling</b>		
9. Applications used effectively and efficiently?	Agent noticeably hesitant when using relevant applications, and DID use other applications as well.	0.0%
<b>System Issues</b>		
10. Agent speed reduced by system issues?	Pages did not load/save at all - agent had to skip elements of standard routine.	96.0%
<b>Total Rating:</b>		<b>19.0%</b>

---

Agent: John Smith (jsmith) Evaluator: Karol Kadlec (kkadlec)

Typical QM system evaluation report

Dashboard | Questionnaire Manager | **Customer Survey**

+ Add Group | Manage Groups | Properties | Save A Copy | Save & Close

Questionnaire Name: Customer Survey | Ver. 1.0 | Questionnaire ID: 11 | Status: The questionnaire is already used, save a copy to make change

Group Name ▲	Description	Voice-Over	Type
<b>Agent Experience, (6 items) - Agent rating</b>			
Did the agent solve your issue?		Resolution.wav	Regular question
Have you contacted us about this issue before?		FCR.wav	Regular question
Please provide us your feedback to help improve our service to our customers		feedback for service.wav	Customer feed...
Thank you for the time you have taken to answer our Survey		Thank you.wav	Prompt Only
Was the agent polite in handling your requirements?		Agent Politeness.wav	Regular question
Your feedback is valuable to us please use the touch pad on your phone to provide answers		Your Feedback.wav	Customer feed...

▶  Add Question Remove Question

Answer Name	Answer Description	Compliance	Digit	Points
Yes		None	1	5 pts
Partially		None	2	3 pts
No		None	3	0 pts
N/A		n/a	N...	

Add Answer Remove Answer

## VOC: Post call IVR survey set up form

Dashboard **Customer Surveys**

View Report More Actions

Export Spreadsheet Finished Search

N.	ID	Agent	Ques. Name	Calling N...	Called N...	Media Dir...	Sc...	Created
1	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	8 pts	May 17, 2...
2	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	8 pts	May 17, 2...
3	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	8 pts	May 17, 2...
4	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	8 pts	May 17, 2...
5	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	5 pts	May 17, 2...
6	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	5 pts	May 17, 2...
7	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	5 pts	May 17, 2...
8	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	5 pts	May 17, 2...
9	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
10	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
11	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
12	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
13	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
14	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
15	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
16	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
17	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
18	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...
19	20...	Smith, John	Customer Survey (1.0)	724562589	7001	In/Outbound	13...	May 17, 2...

**Search Criteria**

Period: Select Period

From To

Group: Select Group

Agent: Select Agent

Wrapup: Select Wrapup

Questionnaire: Select Interaction Questionnaire

Score: From To

ID: From To

Search Clear

Low scores on post call IVR survey results

Dashboard | Customer Surveys | Survey Results (20173)

Info | Export Audio | Save & Close | Close

Questionnaire: Customer Survey (1.0)      Agent: Smith, John      Date: 4/10/14 9:54 AM

00:46  
48 10 41

Question	Answer
<b>Agent Experience, (6 items) - Agent rating</b>	
Did the agent solve your issue? (0 pts)	Partially (3 pts)
Have you contacted us about this issue before? (0 pts)	Yes (0 pts)
Please provide us your feedback to help improve our service to our customers	Press 1 to leave your valuable feei
Thank you for the time you have taken to answer our Survey	
Was the agent polite in handling your requirements? (0 pts)	not polite (0 pts)
Your feedback is valuable to us please use the touch pad on your phone to provide answers	

Post IVR survey product showing playback of call & customer comments.



HOW DO WE TELL THEM?





Feedback: the old fashioned way.....

# COACHING – TRAINING, WHAT’S THE DIFFERENCE?

	Training	Coaching
<b>Interaction</b>	Mostly trainer to trainee.	Dialogue between coach and coachee.
<b>Assumed knowledge/ experience</b>	Zero or near zero for trainee.	Coachee likely to be knowledgeable/ experienced.
<b>Feedback delivery</b>	Directive – tell trainee what s/he needs to improve.	Suggestive – play coachee call, ask how s/he could improve.
<b>Action planning</b>	Directive – tell trainee what next steps are and when they have to be done by.	Suggestive – agree with coachee what next steps are and when they have to be done by.


# “CONTINUE – START” GUIDELINES

- Introduction – purpose of the meeting
- Tell me what you did well during the call
- What else did you do well?
- Now what do you think you can improve?
- How are you going to improve it?
- When are you going to start doing this?
- When shall we get back together to check your progress?

Source: “Call Centre Helper” 2012

Print Export Spreadsheet  Include All Possible Answers  Eco Printing

## Evaluation #3001 - Average Handling Time 1.0



Agent: John Smith (jsmith) Evaluation Date: Nov 19, 2013  
 Evaluator: Karol Kadlec (kkadlec) Eval. Period From: Nov 22, 2013 12:00 AM  
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Question	Answer	Rating
<b>Opening script</b>		
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3. Verification procedure correctly followed?	DO NOT USE!	0.0%
<b>Product knowledge</b>		
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5. Standard questions followed to find out root cause of problem?	This issue does not have standard questions.	n/a
6. Knowledge used to solve issue?	DO NOT USE!	0.0%
7. Issue correctly escalated to next level?	Issue bot escalated - agent gave correct solution - see question 6 above	n/a
<b>Call handling</b>		
8. Focus maintained by asking questions and setting the agenda?	Not at all	0.0%
<b>Application handling</b>		
9. Applications used effectively and efficiently?	Agent noticeably hesitant when using relevant applications, and DID use other applications as well.	0.0%
<b>System Issues</b>		
10. Agent speed reduced by system issues?	Pages did not load/save at all - agent had to skip elements of standard routine.	96.0%
<b>Total Rating:</b>		<b>19.0%</b>

---

Agent: John Smith (jsmith) Evaluator: Karol Kadlec (kkadlec)

Feedback in writing – can be automated

Dashboard [x] Customer Surveys [x] Training List [x] **Training (20237)** [x]

Info Complete Save for later Close

**Instructions:** review the video [confluence/download/attachments/56430408/E%20-%20learning%20%2C%20using%20the%20customers%20name%20LJA%207\\_8\\_2013.mp4?version=1&modificationDate=1375882300760&api=v2](https://confluence/download/attachments/56430408/E%20-%20learning%20%2C%20using%20the%20customers%20name%20LJA%207_8_2013.mp4?version=1&modificationDate=1375882300760&api=v2) Take quiz

Question	Answer
Section 1, (4 items)	
The first rule of directing the conversation is	Who ever asked the questio
QAC stands for	Quality assurance certificatio
informing the customer of progress helps reduce customer frustration	True
An example of using empathy is " I can see you're angry and I'm trying to help you"	False

Typical electronic training module – delivers corrective training to agents on a “self service” basis

TO WRAP IT ALL UP.....



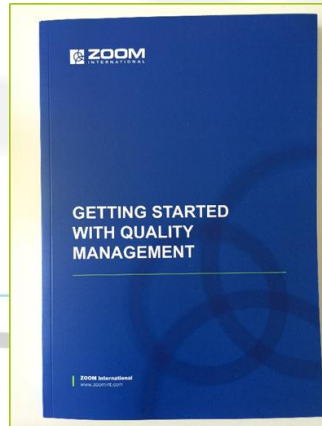
- Voice of the Customer
  - Most authentic source of feedback data
  - Cost effective – your customer is your QA specialist!
- Coaching more motivating than training
  - Agent must have some experience & prior knowledge
  - Only works in a relationship where there is mutual trust and respect
- Electronic training systems
  - Delivers consistent training to agents at lowest cost



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# CONTACT US

## Europe HQ

Karolinská 650/1, Danube House  
Prague 8, 186 00, Czech Republic  
Phone: +420 222 554 111  
Email: [sales-eu@zoomint.com](mailto:sales-eu@zoomint.com)

## North America

761 Old Hickory Blvd, Suite 201  
Brentwood, TN 37027, USA  
Phone: +1 615 224 3509  
Email: [sales-us@zoomint.com](mailto:sales-us@zoomint.com)

## Russian Federation

17B, Butlerova street  
Moscow, 117146, Russia  
Phone: +7 495 967 9079  
Email: [sales-ru@zoomint.com](mailto:sales-ru@zoomint.com)

## Poland and Baltics

25-510, Piotrkowska Str 12  
Office 808, 8th floor  
Kielce, Poland  
Phone: +48 606 476 287  
Email: [sales-eu@zoomint.com](mailto:sales-eu@zoomint.com)

## Middle East

Dubai Media City,  
Building 8, Office 55  
P.O.Box 214371 Dubai, UAE  
Phone: +971 (0) 504434881  
Email: [sales-me@zoomint.com](mailto:sales-me@zoomint.com)

## Ukraine

25, Petra Sahaidachnoho street  
Kyiv, Ukraine  
Phone: +380 67 5058411  
Email: [sales-ru@zoomint.com](mailto:sales-ru@zoomint.com)

## Romania

Regus Floreasca Centre  
169 A Calea Floreasca  
4th Floor, 1st District, 014472  
Bucharest, Romania  
Phone: +40 746 124 924  
Email: [sales-eu@zoomint.com](mailto:sales-eu@zoomint.com)

## Africa

Phone: +420 222 554 188  
Email: [sales-africa@zoomint.com](mailto:sales-africa@zoomint.com)