

Quality Management for Cisco Contact Centers

Author(s): Karol Keher

ZOOM Quality Management

Agenda

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

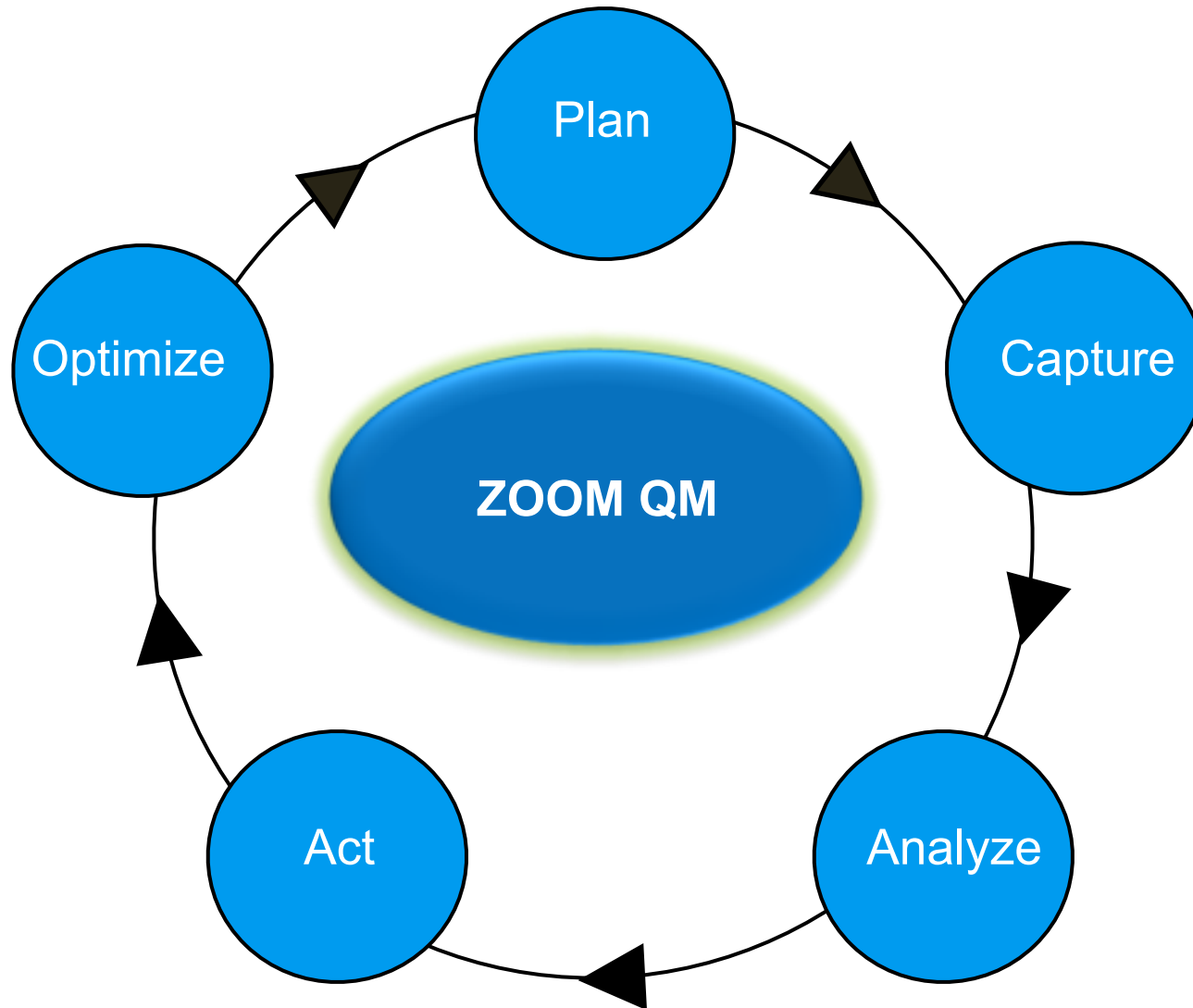


ZOOM Quality Management

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



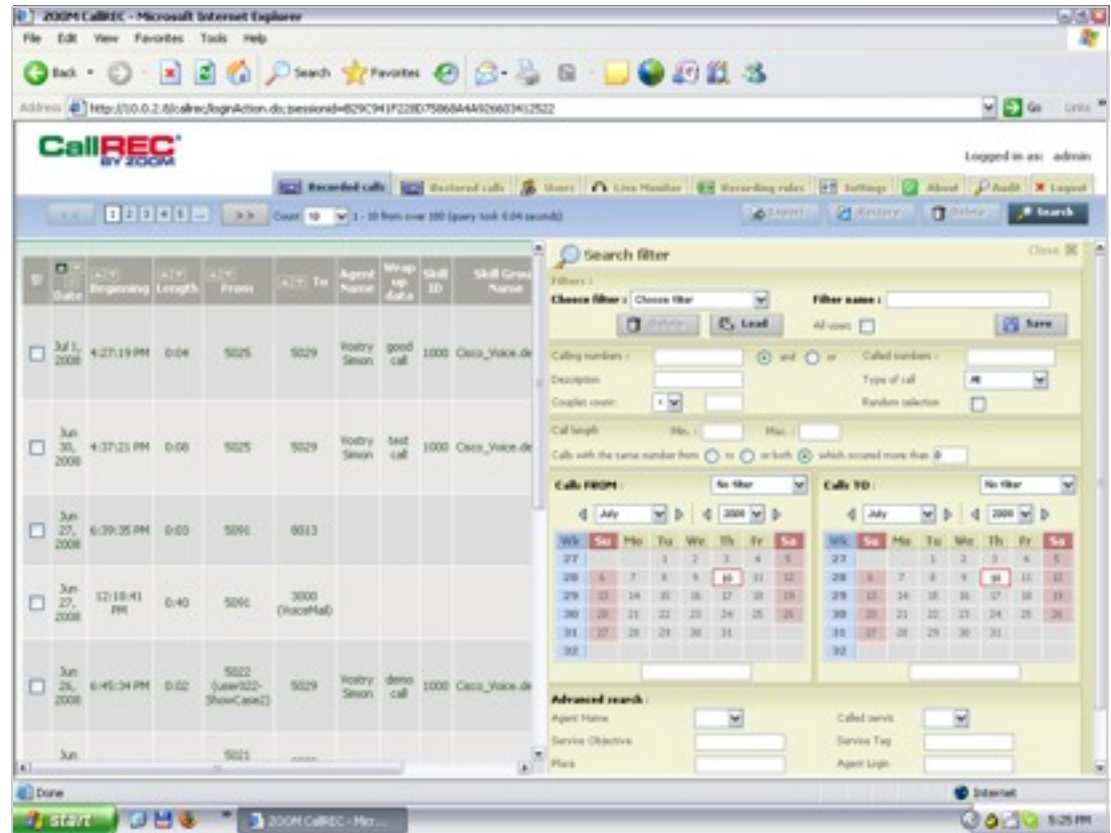
ZOOM CallREC

- 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

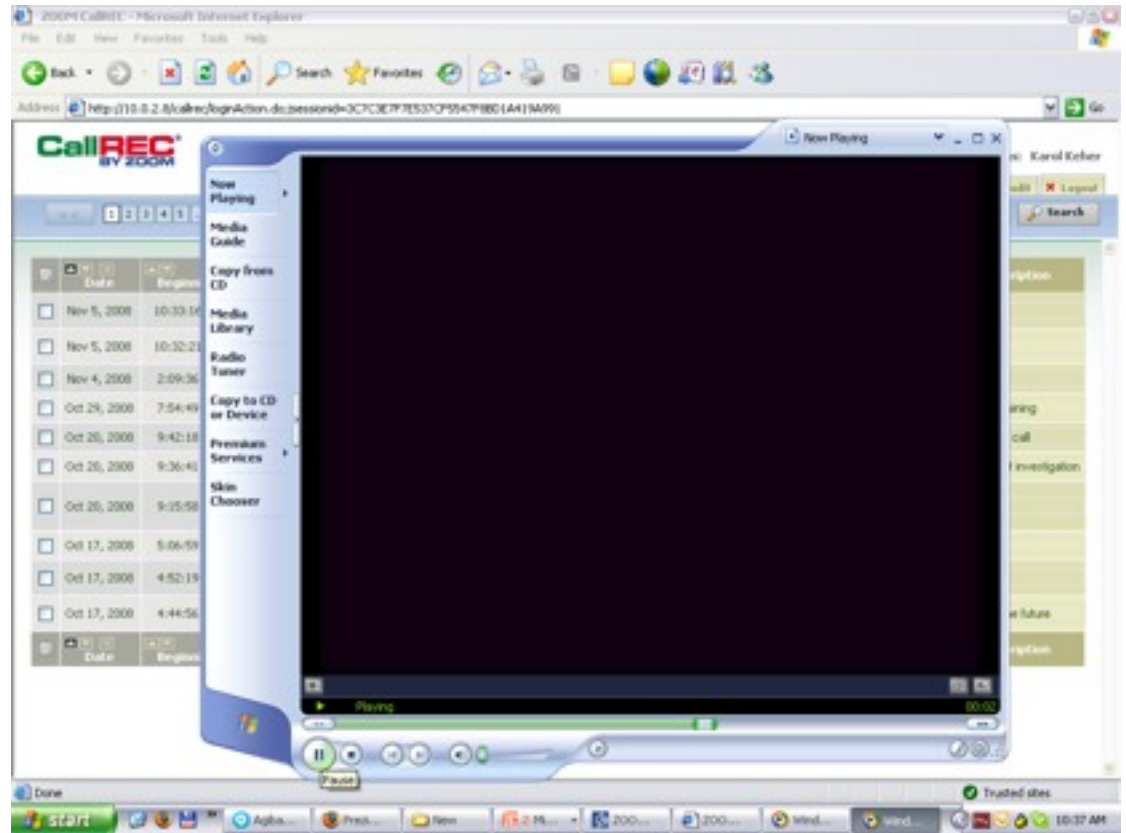


ZOOM ScreenREC - Capture



ZOOM ScreenREC

- Methodical
- Precautionary
- Protective



ZOOM LiveMON - Analyze



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

The screenshot displays the ZOOM LiveMON software interface. At the top, there is a table with the following columns: Duration, Calling number, Calling name, Called number, and Called name. The table contains five rows of call data. The second row is highlighted in orange. To the right of the table is a vertical menu with options: queued, record after, norecord, prerecord, record, email, and norecord. Below the table is a large empty text area for comments. At the bottom, there is a control panel with a description field, a 'Satisfied customer' checkbox, a 'Credit card' dropdown menu, and a 'CircuitID' field. There are also buttons for audio playback and volume control.

Duration	Calling number	Calling name	Called number	Called name
00:06	5002		5203	
00:10	5000		5201	
00:10	5002		5203	
00:10	5000		5201	
00:01	5000		5201	

Control Panel:

Description: Your description
Satisfied customer:
Credit card: Silver
CircuitID: 0418758

Audio: Java Sound Audio Engine, version 1.8
Balance: [Slider]
Volume: [Slider]

ZOOM ScoreCARD- Analyze



- Plan
- Evaluate
- Act

A screenshot of the ZOOM ScoreCARD web application interface. The interface is divided into several sections: a left sidebar with navigation options like 'Evaluations', 'Evaluation List', 'Evaluation Planner', 'Reports', and 'About'; a main content area with a 'Questionnaire' section containing a list of evaluation criteria such as '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%)'; a central area showing a call recording player with a video thumbnail of a Zoom website and a mobile phone; and a right sidebar with an 'Answer' section containing dropdown menus for selecting scores like 'Partially (50%)' and 'Yes (100%)'. At the bottom right, a 'Total Rating' of 15% is displayed. The interface also includes a top navigation bar with options like 'Evaluation List', 'Evaluator Form', and 'Grading Form', and a bottom status bar with 'Done' and 'Internet | Protected Mode: Off'.

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

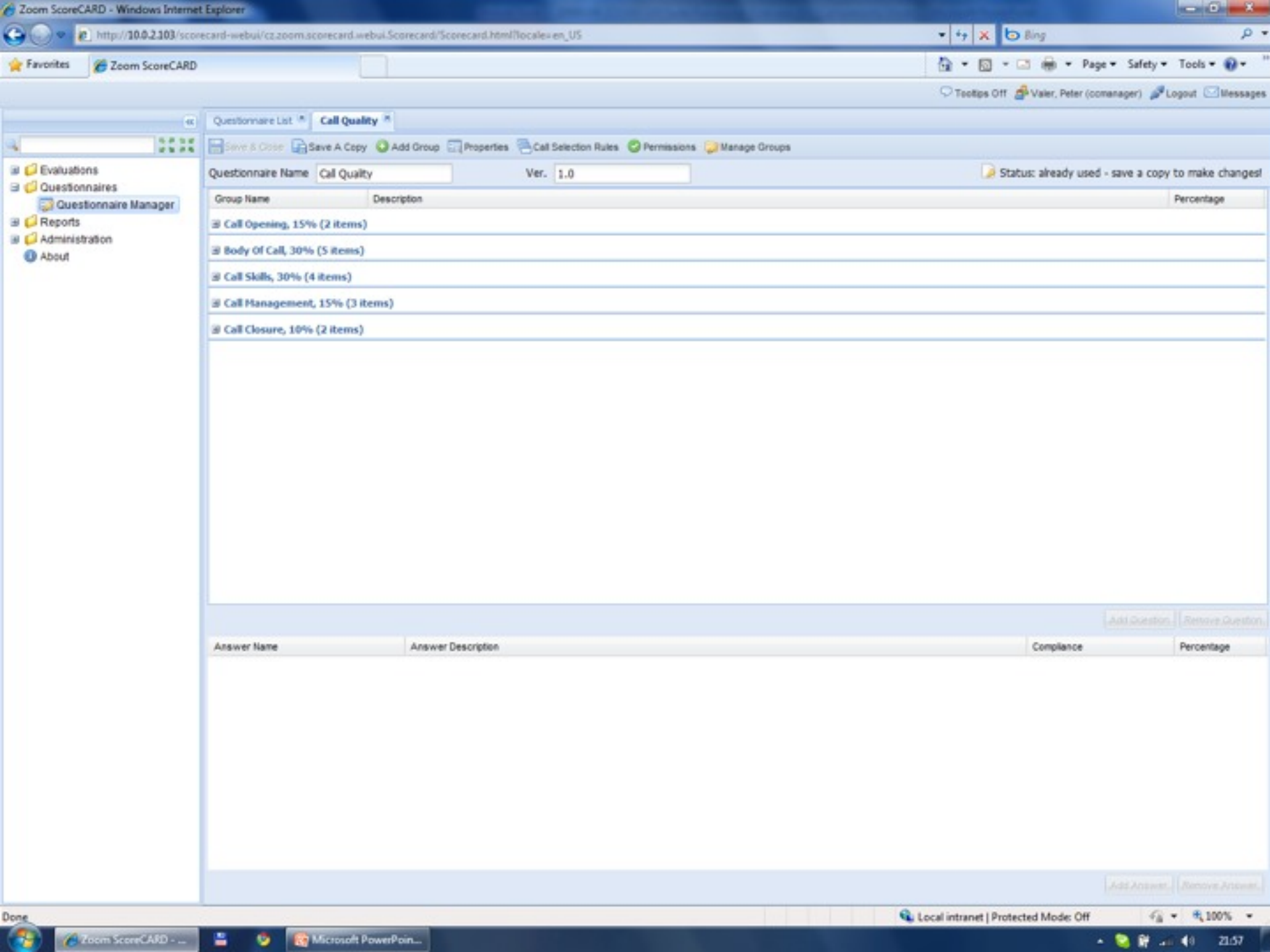
ZOOM ScoreCARD - Analyze



How?

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

Questionnaires



- Evaluations
- Questionnaires
- Questionnaire Manager**
- Reports
- Administration
- About

Questionnaire List **Call Quality**

Save & Close Save A Copy Add Group Properties Call Selection Rules Permissions Manage Groups

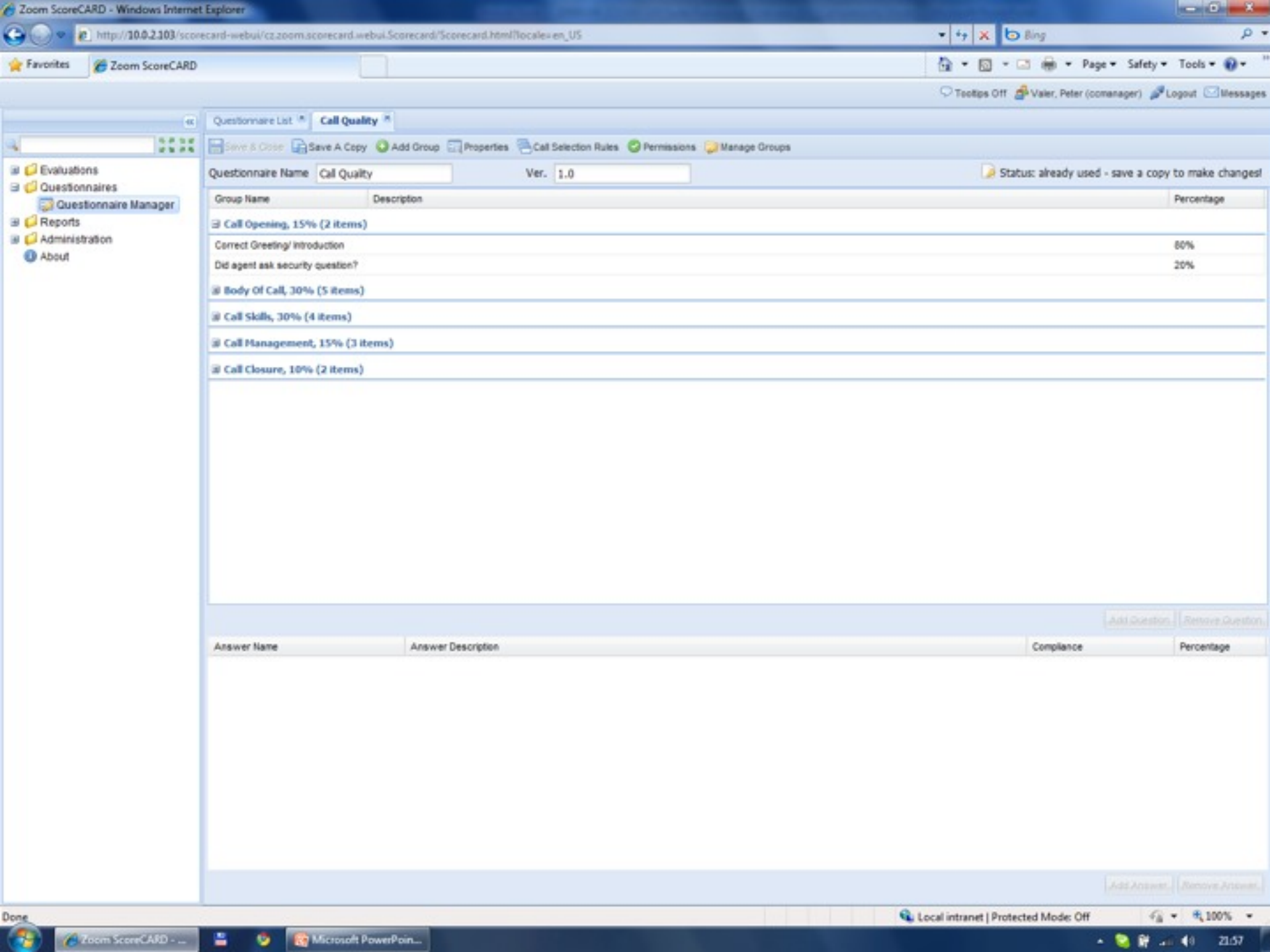
Questionnaire Name Ver. Status: already used - save a copy to make changes

Group Name	Description	Percentage
Call Opening, 15% (2 items)		
Body Of Call, 30% (5 items)		
Call Skills, 30% (4 items)		
Call Management, 15% (3 items)		
Call Closure, 10% (2 items)		

[Add Question](#) [Remove Question](#)

Answer Name	Answer Description	Compliance	Percentage
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[Add Answer](#) [Remove Answer](#)



Questionnaire List **Call Quality**

Save & Close Save A Copy Add Group Properties Call Selection Rules Permissions Manage Groups

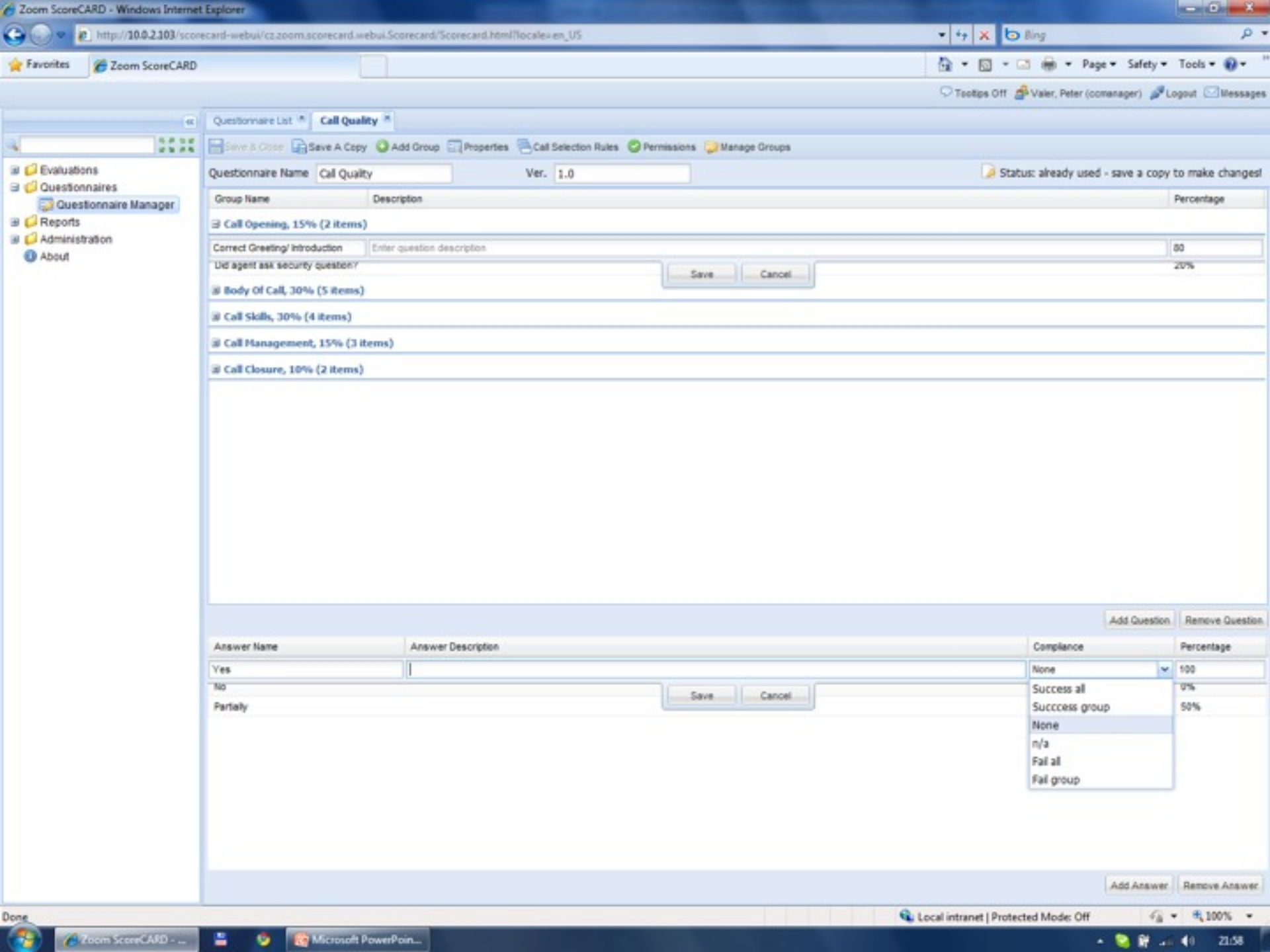
Questionnaire Name **Call Quality** Ver. **1.0** Status: already used - save a copy to make changes

Group Name	Description	Percentage
Call Opening, 15% (2 items)		
Correct Greeting/ Introduction		80%
Did agent ask security question?		20%
Body Of Call, 30% (5 items)		
Call Skills, 30% (4 items)		
Call Management, 15% (3 items)		
Call Closure, 10% (2 items)		

Add Question Remove Question

Answer Name	Answer Description	Compliance	Percentage
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Add Answer Remove Answer



- Evaluations
- Questionnaires
- Questionnaire Manager
- Reports
- Administration
- About

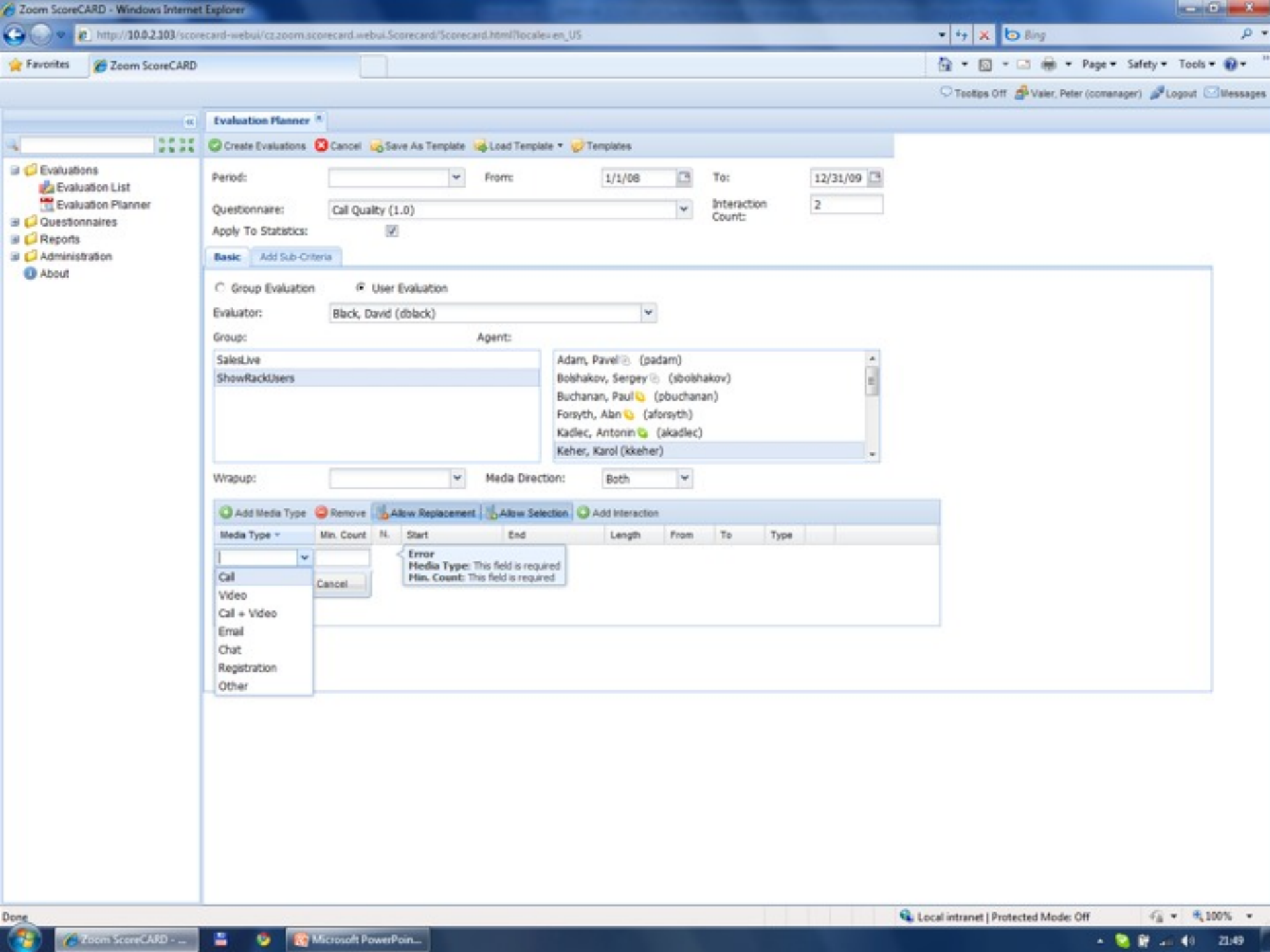
Questionnaire List **Call Quality**
Save & Close Save A Copy Add Group Properties Call Selection Rules Permissions Manage Groups

Questionnaire Name **Call Quality** Ver. **1.0** Status: already used - save a copy to make changes

Group Name	Description	Percentage
Call Opening, 15% (2 items)		
Correct Greeting/ Introduction	Enter question description	90
Did agent ask security question?		20%
Body Of Call, 30% (5 items)		
Call Skills, 30% (4 items)		
Call Management, 15% (3 items)		
Call Closure, 10% (2 items)		

Answer Name	Answer Description	Compliance	Percentage
Yes		None	100
No		Success all	0%
Partially		Success group	50%

Evaluation Planner



- Evaluations
 - Evaluation List
 - Evaluation Planner
- Questionnaires
- Reports
- Administration
- About

Evaluation Planner

Create Evaluations Cancel Save As Template Load Template Templates

Period: [] From: 1/1/08 To: 12/31/09

Questionnaire: Call Quality (1.0) Interaction Count: 2

Apply To Statistics:

Basic Add Sub-Criteria

Group Evaluation User Evaluation

Evaluator: Black, David (dblack)

Group: [SalesLive, ShowRackUsers] Agent: [Adam, Pavel (padam), Bolshakov, Sergey (sbolshakov), Buchanan, Paul (pbuchanan), Forsyth, Alan (aforsyth), Kadlec, Antonin (akadlec), Keher, Karol (kkeher)]

Wrapup: [] Media Direction: Both

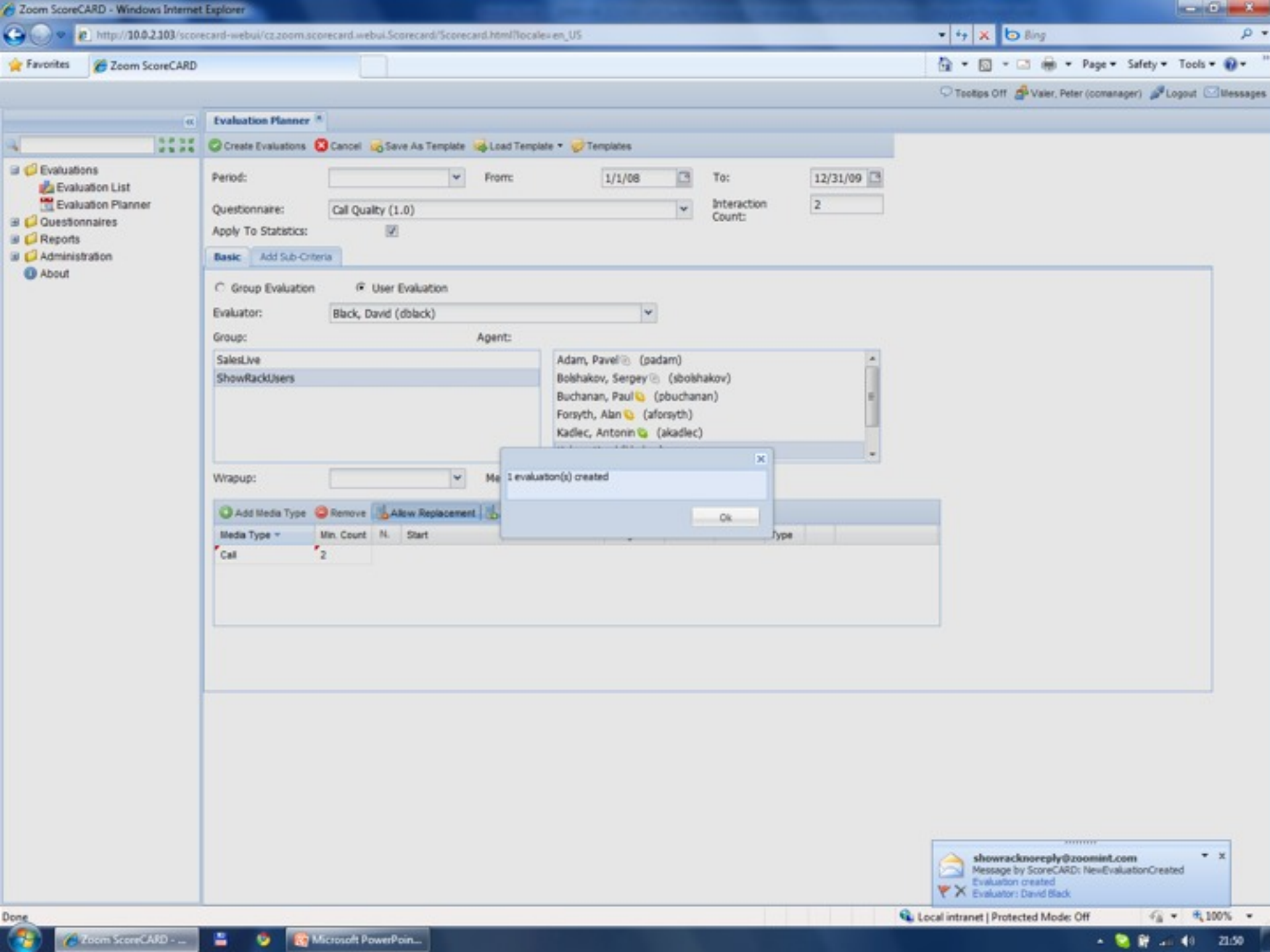
Add Media Type Remove Allow Replacement Allow Selection Add Interaction

Media Type	Min. Count	N.	Start	End	Length	From	To	Type
[]	[]	[]	[]	[]	[]	[]	[]	[]

Call
Video
Call + Video
Email
Chat
Registration
Other

Cancel

Error
Media Type: This field is required
Min. Count: This field is required



- Zoom ScoreCARD
- Evaluations
 - Evaluation List
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Evaluation Planner

Period: From: To:

Questionnaire: Interaction Count:

Apply To Statistics:

Basic Add Sub-Criteria

Group Evaluation
 User Evaluation

Evaluator:

Group: Agent:

Adam, Pavel (padam)
Bolshakov, Sergey (sbolshakov)
Buchanan, Paul (pbuchanan)
Forsyth, Alan (aforsyth)
Kadlec, Antonin (akadlec)

1 evaluation(s) created

OK

Wrapup:

Media Type	Min. Count	N.	Start	Type
Call	2			

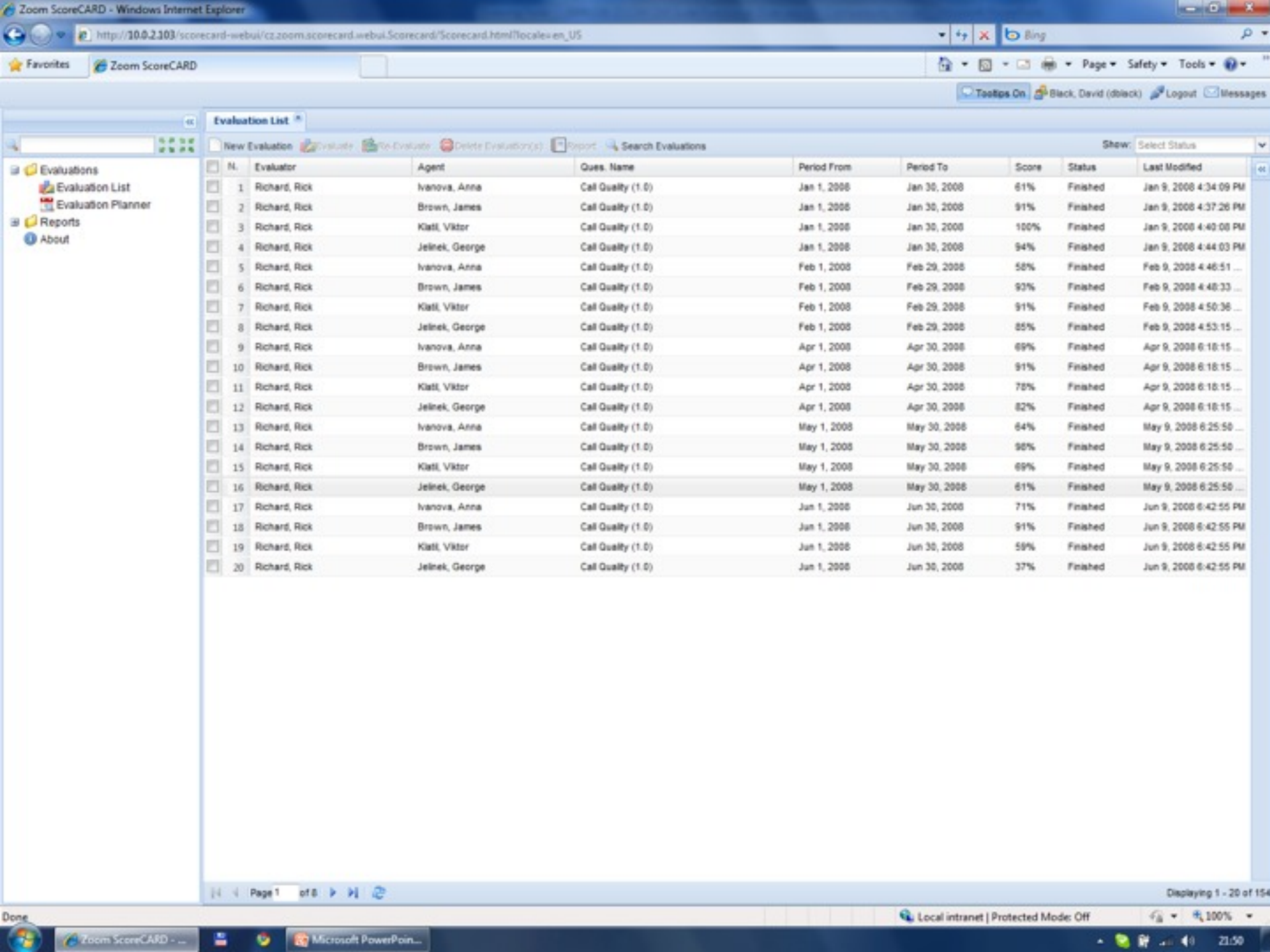
showracknoreply@zoomint.com

Message by ScoreCARD: NewEvaluationCreated

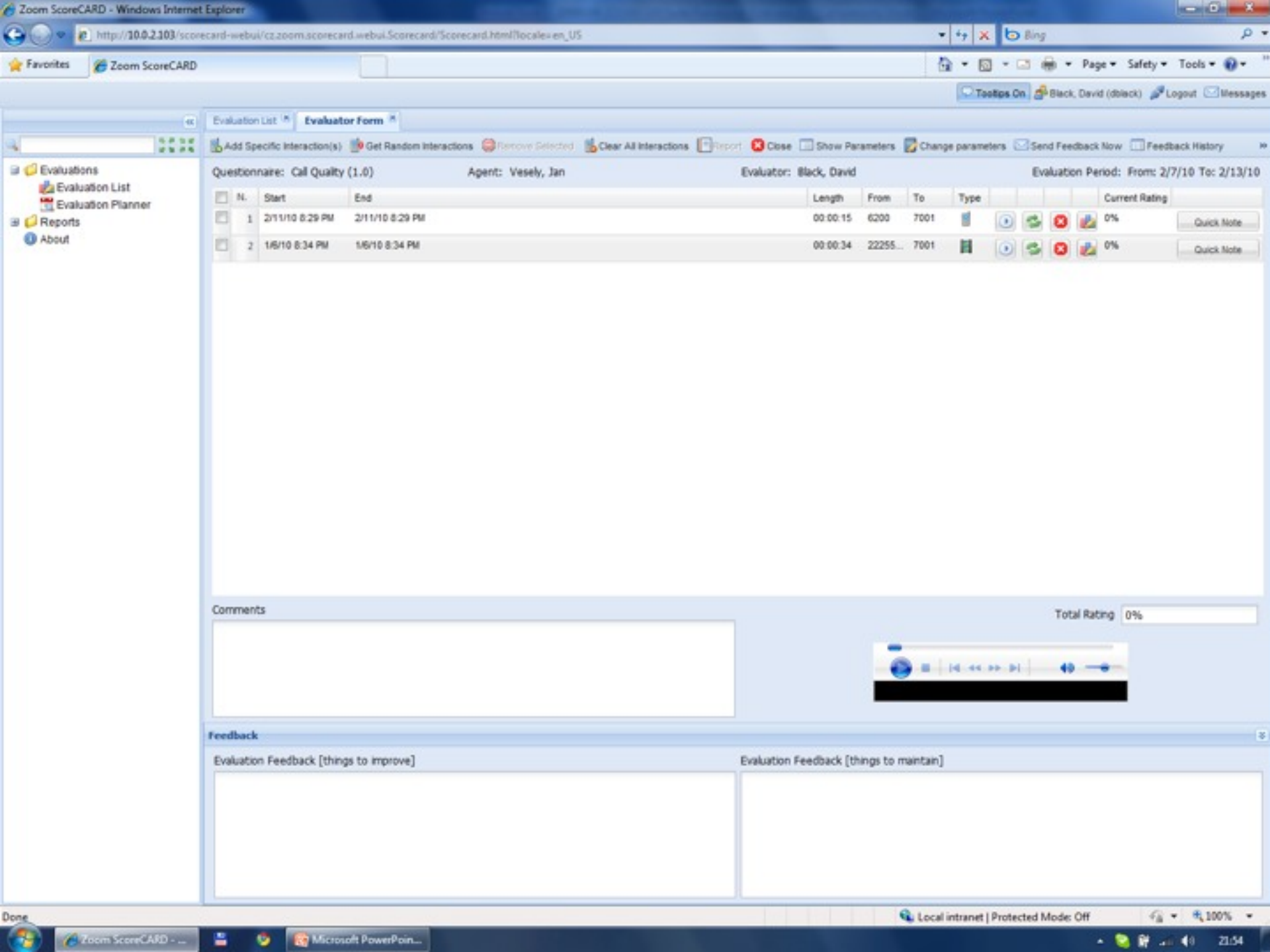
Evaluation created

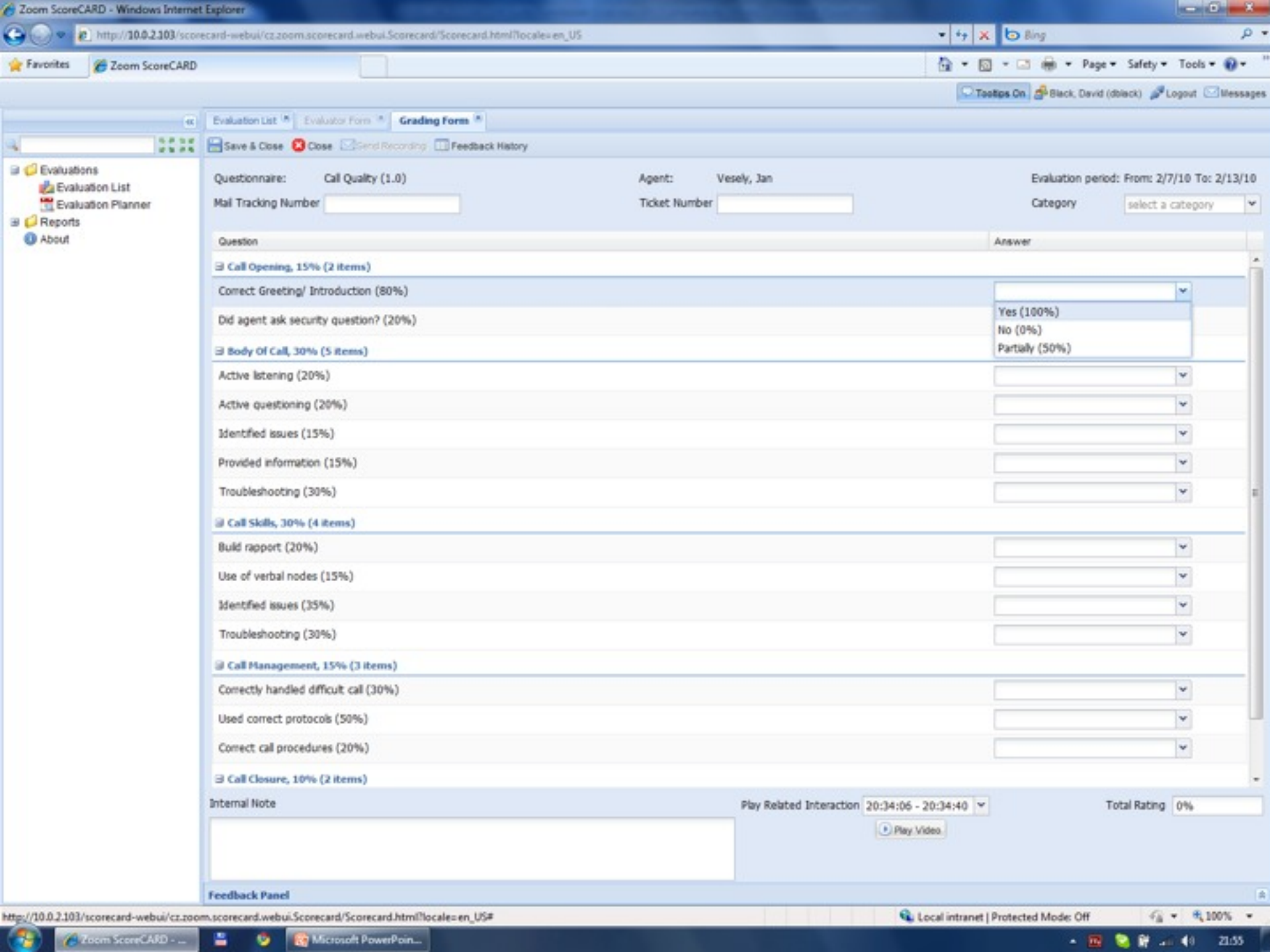
Evaluator: David Black

Evaluations



N.	Evaluator	Agent	Ques. Name	Period From	Period To	Score	Status	Last Modified
1	Richard, Rick	Ivanova, Anna	Call Quality (1.0)	Jan 1, 2008	Jan 30, 2008	61%	Finished	Jan 9, 2008 4:34:09 PM
2	Richard, Rick	Brown, James	Call Quality (1.0)	Jan 1, 2008	Jan 30, 2008	91%	Finished	Jan 9, 2008 4:37:26 PM
3	Richard, Rick	Klatl, Viktor	Call Quality (1.0)	Jan 1, 2008	Jan 30, 2008	100%	Finished	Jan 9, 2008 4:40:08 PM
4	Richard, Rick	Jelinek, George	Call Quality (1.0)	Jan 1, 2008	Jan 30, 2008	94%	Finished	Jan 9, 2008 4:44:03 PM
5	Richard, Rick	Ivanova, Anna	Call Quality (1.0)	Feb 1, 2008	Feb 29, 2008	58%	Finished	Feb 9, 2008 4:46:51 ...
6	Richard, Rick	Brown, James	Call Quality (1.0)	Feb 1, 2008	Feb 29, 2008	93%	Finished	Feb 9, 2008 4:48:33 ...
7	Richard, Rick	Klatl, Viktor	Call Quality (1.0)	Feb 1, 2008	Feb 29, 2008	91%	Finished	Feb 9, 2008 4:50:36 ...
8	Richard, Rick	Jelinek, George	Call Quality (1.0)	Feb 1, 2008	Feb 29, 2008	85%	Finished	Feb 9, 2008 4:53:15 ...
9	Richard, Rick	Ivanova, Anna	Call Quality (1.0)	Apr 1, 2008	Apr 30, 2008	69%	Finished	Apr 9, 2008 6:18:15 ...
10	Richard, Rick	Brown, James	Call Quality (1.0)	Apr 1, 2008	Apr 30, 2008	91%	Finished	Apr 9, 2008 6:18:15 ...
11	Richard, Rick	Klatl, Viktor	Call Quality (1.0)	Apr 1, 2008	Apr 30, 2008	78%	Finished	Apr 9, 2008 6:18:15 ...
12	Richard, Rick	Jelinek, George	Call Quality (1.0)	Apr 1, 2008	Apr 30, 2008	82%	Finished	Apr 9, 2008 6:18:15 ...
13	Richard, Rick	Ivanova, Anna	Call Quality (1.0)	May 1, 2008	May 30, 2008	64%	Finished	May 9, 2008 6:25:50 ...
14	Richard, Rick	Brown, James	Call Quality (1.0)	May 1, 2008	May 30, 2008	98%	Finished	May 9, 2008 6:25:50 ...
15	Richard, Rick	Klatl, Viktor	Call Quality (1.0)	May 1, 2008	May 30, 2008	69%	Finished	May 9, 2008 6:25:50 ...
16	Richard, Rick	Jelinek, George	Call Quality (1.0)	May 1, 2008	May 30, 2008	61%	Finished	May 9, 2008 6:25:50 ...
17	Richard, Rick	Ivanova, Anna	Call Quality (1.0)	Jun 1, 2008	Jun 30, 2008	71%	Finished	Jun 9, 2008 6:42:55 PM
18	Richard, Rick	Brown, James	Call Quality (1.0)	Jun 1, 2008	Jun 30, 2008	91%	Finished	Jun 9, 2008 6:42:55 PM
19	Richard, Rick	Klatl, Viktor	Call Quality (1.0)	Jun 1, 2008	Jun 30, 2008	59%	Finished	Jun 9, 2008 6:42:55 PM
20	Richard, Rick	Jelinek, George	Call Quality (1.0)	Jun 1, 2008	Jun 30, 2008	37%	Finished	Jun 9, 2008 6:42:55 PM





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

Evaluation List | Evaluator Form | **Grading Form**

Save & Close | Close | Send Recording | Feedback History

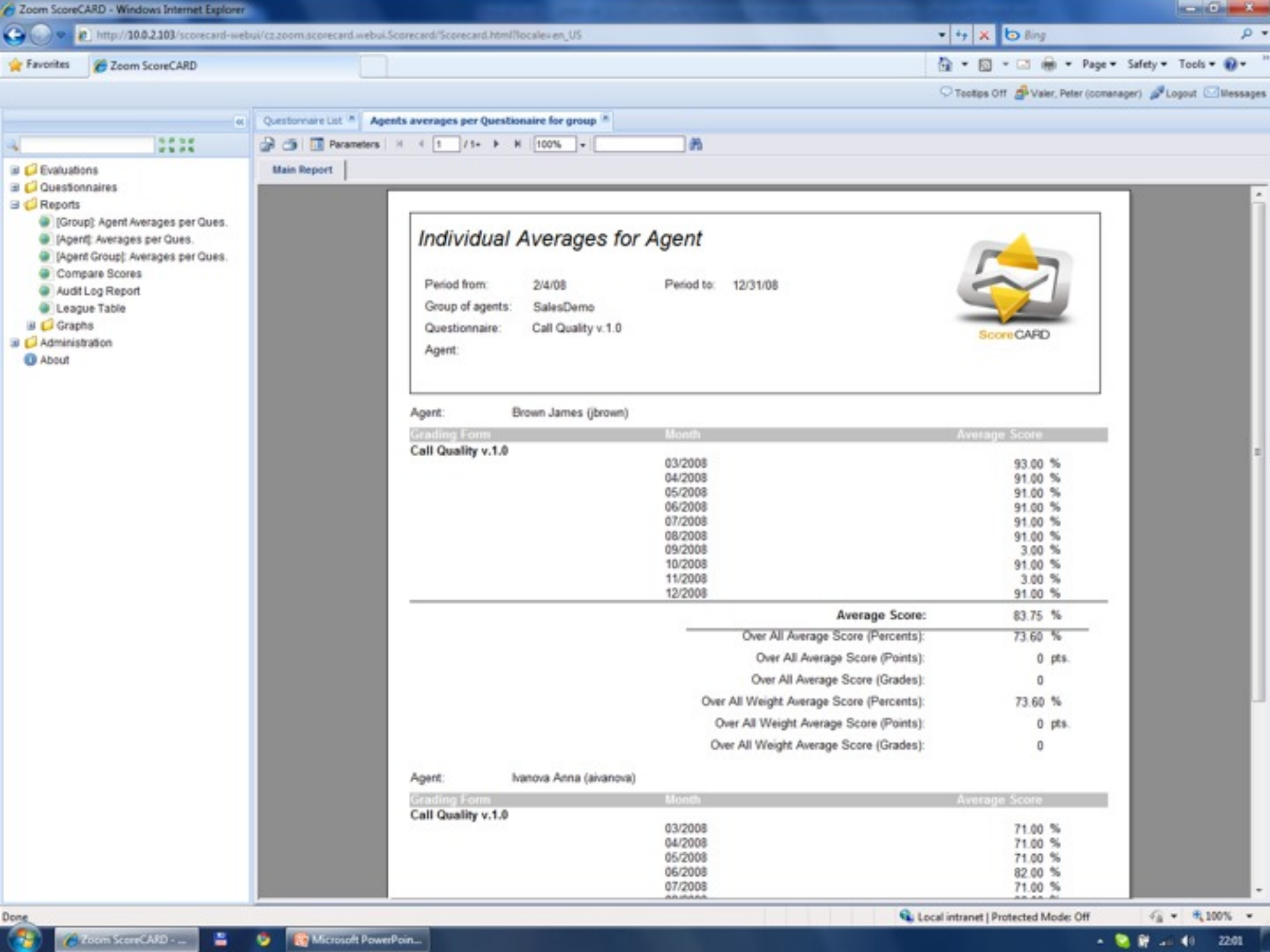
Questionnaire: Call Quality (1.0) Agent: Vesely, Jan Evaluation period: From: 2/7/10 To: 2/13/10
 Mail Tracking Number Ticket Number Category: select a category

Question	Answer
Call Opening, 15% (2 items)	
Correct Greeting/ Introduction (80%)	<input type="text"/>
Did agent ask security question? (20%)	Yes (100%) No (0%) Partially (50%)
Body Of Call, 30% (5 items)	
Active listening (20%)	<input type="text"/>
Active questioning (20%)	<input type="text"/>
Identified issues (15%)	<input type="text"/>
Provided information (15%)	<input type="text"/>
Troubleshooting (30%)	<input type="text"/>
Call Skills, 30% (4 items)	
Build rapport (20%)	<input type="text"/>
Use of verbal nodes (15%)	<input type="text"/>
Identified issues (35%)	<input type="text"/>
Troubleshooting (30%)	<input type="text"/>
Call Management, 15% (3 items)	
Correctly handled difficult call (30%)	<input type="text"/>
Used correct protocols (50%)	<input type="text"/>
Correct call procedures (20%)	<input type="text"/>
Call Closure, 10% (2 items)	

Internal Note Play Related Interaction: 20:34:06 - 20:34:40 Total Rating: 0%

Feedback Panel

Reports



- 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:



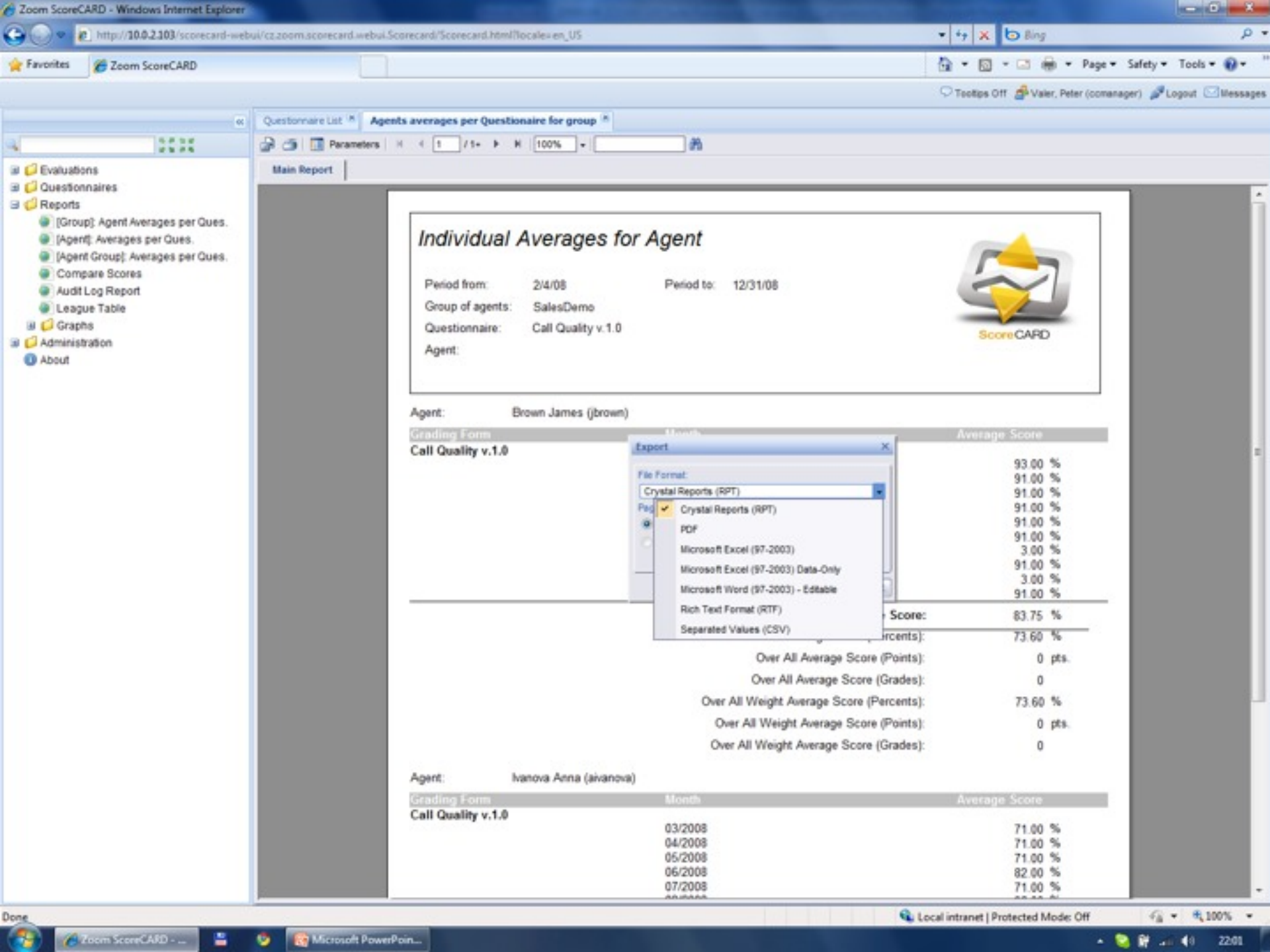
Agent: Brown James (jbrown)

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.
 - [Agent Group]: Averages per Ques.
 - Compare Scores
 - Audit Log Report
 - League Table
- Graphs
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- 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 (jbrown)

Grading Form	Month	Average Score
Call Quality v.1.0		93.00 %
		91.00 %
		91.00 %
		91.00 %
		91.00 %
		3.00 %
		91.00 %
		3.00 %
		91.00 %
		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	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 %

Export

File Format:

Crystal Reports (RPT)

PDF

Microsoft Excel (97-2003)

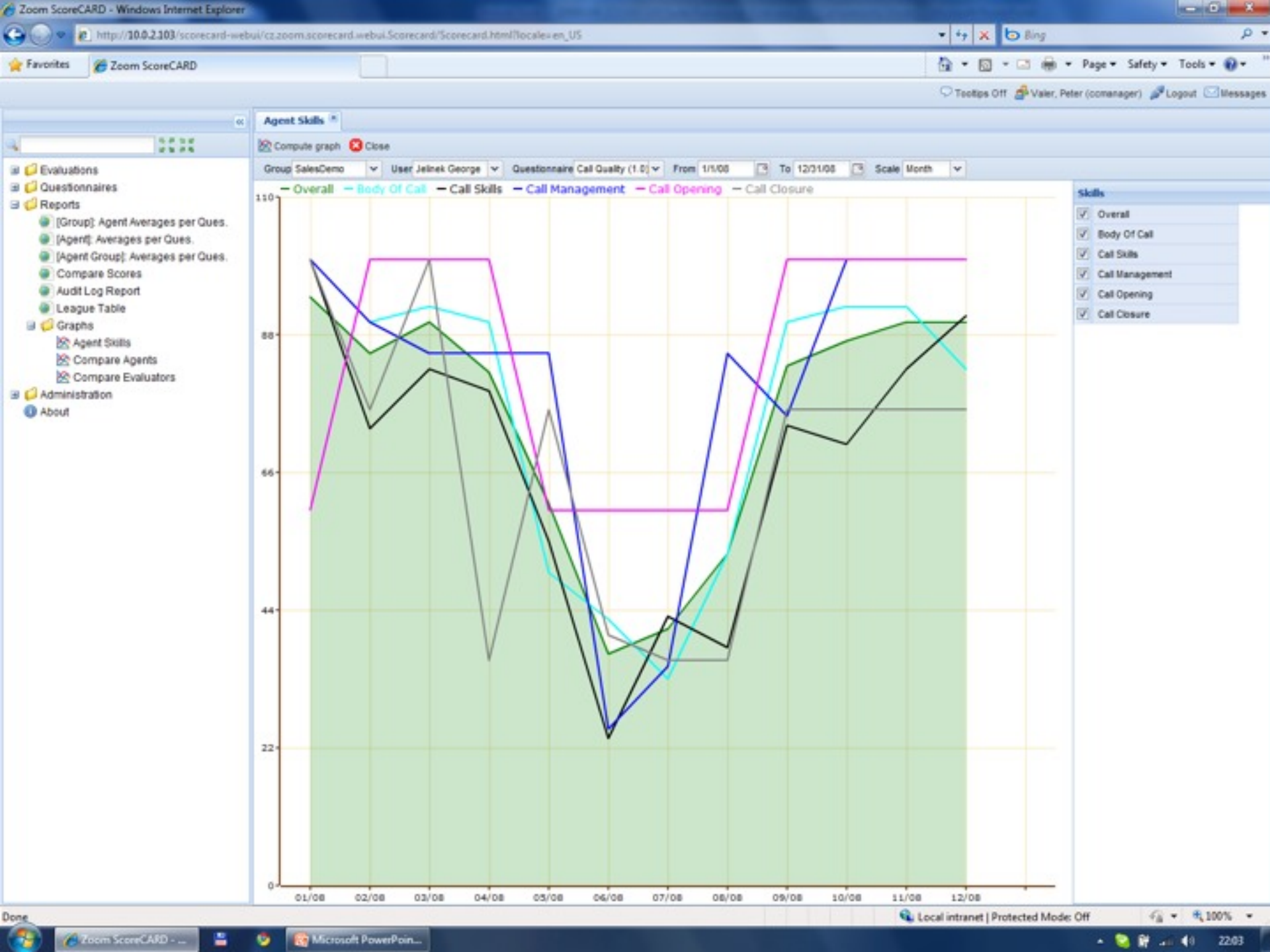
Microsoft Excel (97-2003) Data-Only

Microsoft Word (97-2003) - Editable

Rich Text Format (RTF)

Separated Values (CSV)

Graphs





ZOOM ScoreCARD

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
total	10,50	4,00

ZOOM QM– Benefits



ZOOM CallREC



ZOOM ScreenREC



ZOOM ScoreCARD



ZOOM LiveMON

- 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



Europe

Havlíčková nám. 2
Prague, 130 00, Czech Republic
Phone: +420 222 554 111
Email: sales-eu@zoomint.com

North America

761 Old Hickory Blvd, Suite 201
Brentwood, TN 37027, USA
Phone: +1 615-732-6147
Email: sales-us@zoomint.com

Russian Federation

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

Middle East

Dubai Media City, Building 8, Office 55
P.O.Box 214371 Dubai, UAE
Phone: +971 (43) 671-125
Email: sales-me@zoomint.com

www.zoomint.com