Leverage Real-Time Analytics-Driven Quality Management to Enhance Customer Experience and Agent Performance

LIVEVOX

98%

of contact center interactions go unmonitored or unreviewed.[1]

IT ALL COMES DOWN TO INSIGHT: Customer expectations are constantly evolving, shaped largely by their experiences with best-in-class service providers across industries and digital technology. Adapting to constantly changing customer demands requires real-time insight into customers' stated and underlying wants and needs.

As the primary touchpoint between customers and brands, contact centers handle a rapidly growing volume of sales and customer service interactions via voice, email, SMS, and chat channels. The customer data contained within these conversations offer significant opportunities for transforming the customer experience, yet managers' ability to evaluate and glean immediate insights from them is extremely limited. Why? Traditional, resource-intensive quality monitoring processes that review a tiny percentage of interactions are ineffective for driving the type of change that transforms the customer experience.

As organizations wrestle with the realities and demands of operating a modern contact center, they face some significant risks and roadblocks, including:

Lack of real-time customer experience insights. Contact centers are under more pressure to deliver excellence as CX has established itself as the key competitive differentiator. But managers' ability to understand at scale why customers are calling, and the experiences they are having, is severely limited. Without the right tools, it's impossible to gain a holistic understanding of CX and implement strategies to improve it in a timely manner. Is your customer service suffering?

Unmonitored conversations are risky. A mid-sized contact center may log thousands of calls a day, but slow, manual processes prevent quality managers from reviewing enough of them to effectively enhance customer care. The bottom line is that a mere 2% of calls are actually monitored or reviewed.[2] And contact center managers report that traditional QM practices are far less effective for ensuring quality standards in digital channels.[3] The quality of customer service can suffer without sufficient oversight, and contact centers may not be aware of the extent of the problem. For example, 83% of contact centers track first-contact resolution based on the

agent's opinion of whether the call was resolved. The majority also reported they do not check whether the agent followed through successfully.[4] How can you listen to every call?

Unable to access actionable insights. Business intelligence and voice of the customer data are more important than ever–94% of companies using data analytics have decreased expenses or created new avenues of innovation.[5] However, technical challenges and inadequate reporting limit access to the data and insights needed to make good business decisions and quickly identify emerging problems. Are blind spots weakening your bottom line?

The challenges facing today's contact centers requires a comprehensive solution. Imagine having an easy-to-use solution that can accurately and objectively monitor 100% of agent interactions while promptly alerting you to any warning signs of operational issues or areas for improvement. With this tool, you could instantly generate data-driven insights to make informed decisions in real time about customer experience and operations. Additionally, it would allow you to view customer interactions, quality analytics, customer sentiment, coaching and eLearning activities, and supervisor/agent communications in one unified platform. This is now possible with LiveVox SIQ+™ (SpeechIQ Plus) with Automated Quality Management.

100% Omnichannel Interaction Auditing for Fast, Powerful Data-Driven Insights

SIQ+™ (SpeechIQ Plus) with Automated Quality Management is an industry award-winning solution that excels at all these functions and more. With over 20 years of cloud contact center expertise, LiveVox is a proven leader in promoting customer experience, agent engagement, quality, and compliance through advanced yet easy-to-use technology. SIQ+™ with Quality Management gives you the ability to:

Understand customer experience like never before: SIQ+™ unlocks all your customer conversations across all of your channels as a transformative source of insight for your business. Machine learning-driven intent analysis automatically detects customer intents and presents them for analysis and action. This helps you develop new customer experience, operational, and marketing strategies with ease. And, with advanced conversational analytics, you will understand what factors affect key metrics like first-contact resolution, handle time, and silence time.

Manage coaching and communication—all in one place: With SIQ+™ with Automated Quality Management, everything is managed within the platform. You can tag specific parts of the interaction with comments, whether audio or text, allowing for direct and unambiguous feedback and coaching for specific incidents or behaviors. Then, with a few clicks of a mouse, provide agents with completely objective and highly detailed feedback on their performance, assign coaching and eLearning tasks, and track assignments through to completion. Agents can manage all feedback via one interface. They can dispute and respond to scores and recordings, allowing for a healthy dialogue with supervisors even when teams are dispersed. Synchronized call, email, SMS, chat, and screen recordings can easily be added to the eLearning library as training materials to help scale best practices.

Monitor and analyze 100% of your contact center interactions with industry-leading accuracy: The analytics-driven quality management capabilities of SIQ+™ are simply unmatched. By monitoring every interaction, you can be confident that the data generated will provide actionable insights and reliable information to flag risks, improve agent performance, and consistently deliver exceptional customer service.

Know how every agent is performing on every interaction wherever they are. The ability to fairly and consistently assess your agents' performance is critical whether they are on-site or working remotely. With SIQ+™ with Automated Quality Management, you no longer have to evaluate performance based on a tiny fraction of an agent's interactions. You can use insight from 100% of interactions to provide targeted, objective, data-driven coaching strategies. You can also easily identify and scale best practices across your organization.

Track changes in customer and agent sentiment in real-time. LiveVox's speech analytics allows you to monitor customer and agent sentiment throughout the entire conversation. Inflection points identify the moments when a conversation creates frustration or veers off course enabling managers to follow up with customers and provide guidance to agents. And, all of this is accessible via an easy-to-use tool designed with contact center managers in mind—not data scientists.

Conclusion

The sheer volume of customer interactions and data coming into your contact center along with expanding customer expectations, an evolving workplace, dynamic regulatory environment, and tight operating budgets — it's a highly complex landscape. LiveVox's industry award-winning SIQ+™ (SpeechIQ Plus) with Automated Quality Management provides you with fast access to real-time insight and innovative tools to drive successful outcomes for your agents, customers, and business.

1,2 https://callcriteria.com/call-quality-monitoring-are-you-listening-to-all-your-calls
3,4 https://www.contactbabel.com/research/
5 https://www2.deloitte.com/us/en/pages/operations/articles/global-contact-center-survey.html