

Continuous Improvement in Call Center Quality Assurance: A Journey to Excellence



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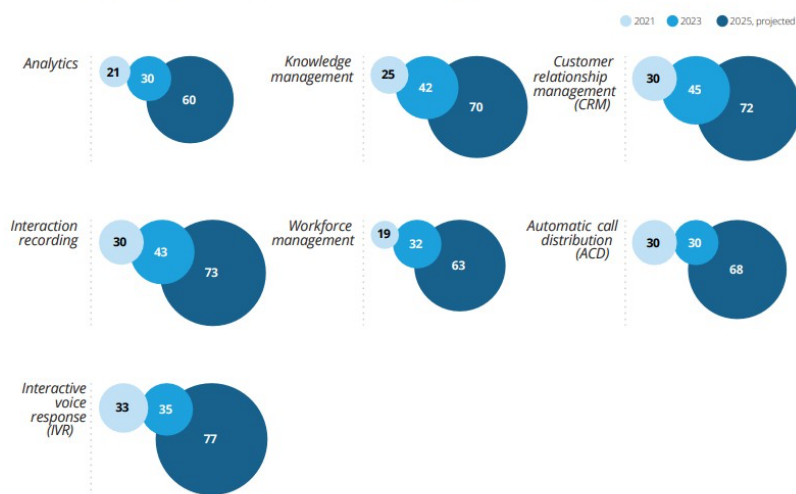
1. Introduction

The call center industry experienced substantial transformations in the year 2023, leading to the implementation of enhanced quality assurance practices. As a result, customer behavior and preferences have also improved, and novel strategies have been introduced that prioritize delivering exceptional customer experiences. Comprehending the industry's intricacies and incorporating cutting-edge technology to execute quality assurance measures effectively is essential.

Theme 2: Transforming Operations Through Technology

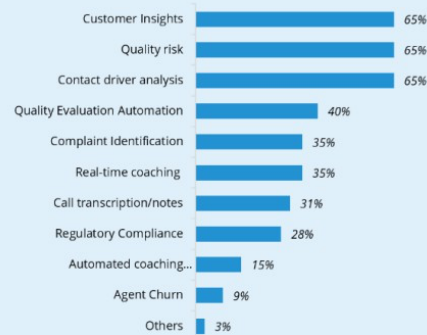
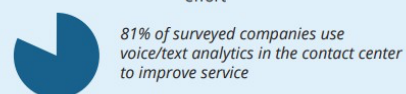
Cloud Migration

For every core contact center technology, a majority of surveyed leaders reported they either have already adopted or plan to adopt cloud-based solutions by 2025, as shown by the percentages below



Voice & Text Analytics

Voice & text analytics capabilities are a key enabler for remote work, providing quality analysts with the ability to screen large call volumes without manual effort



According to [Deloitte](#), cloud-based solutions will be the go-to for most global contact centers by 2025 to improve customer service experiences. *From 2021 to 2025, we expect significant advancements in Analytics, Knowledge Management, CRM, Interaction Recording, Workforce Management, and IVR.* Handling a high volume of calls will become effortless thanks to voice and text analytics, resulting in fewer missed calls and call drops.

1.1. Background and Importance of Quality Assurance (QA) in Call Centers

Adequate quality assurance is vital for pinpointing crucial areas that can significantly impact the bottom line of a call center. Customer-centric operations depend heavily on using the right QA tool to ensure top-notch customer experiences. By leveraging innovative technology, interactions in contact centers can be vastly improved, resulting in skyrocketing levels of customer satisfaction.

Bill Gosling Outsourcing is a provider of voice and back-office services that cater to global brands. Their approach to delivering high-quality services involves leveraging data analytics to ensure a favorable return on investment for their clients. Additionally, we place a high priority on maintaining solid partnerships to minimize attrition rates. Furthermore, it is worth noting that we are PCI (level 3) certified, which underscores its commitment to protecting client data and maintaining the highest security standards.

NEQQO solution is an advanced quality control system that combines human expertise, speech technology, and an advanced reporting (BI-powered) platform. It streamlines quality control processes, ensuring maximum efficiency and accuracy in all operations while maintaining high standards of professionalism.

KPI Improvements through NEQQO Deployment

- ✓ 80% reduction in compliance issues & errors
- ✓ 40% reduction in QA cost through automation
- ✓ 30% increase in sales conversions
- ✓ 25% call handle time reduction through non-talk time analysis
- ✓ 20% improvement in retention rates
- ✓ 20% improvement in NPS/CSAT scores

As per our latest internal reports, NEQQO has made significant advancements in call center quality assurance, which have led to notable improvements in customer satisfaction.

Even though there is a drastic improvement in the CX, here are a few concerns addressed in 2022–2023.

- Lack of prioritization, which results in unreliability of customer service
- Overuse of tools: frequently adding more complexity than worth
- There is a limited amount of time in the day to fully delve into new prospects and ensure the company's objectives are in sync.

1.2. Aim of the Whitepaper

This whitepaper, "Continuous Improvement in Call Center Quality Assurance: A Journey to Excellence," aims to elucidate the significance of perpetually enhancing the quality assurance mechanisms in call center environments. By delving into innovative strategies, technological advancements, and best practices, this document aspires to equip industry stakeholders with comprehensive insights and actionable recommendations, thereby facilitating unparalleled service excellence in call center operations.

2. Current Challenges in Call Center QA

In contemporary times, there has been a noticeable shift towards digital media in call centers. As customer preferences and behaviors continue to evolve, there is an increasing expectation for prompt and efficient query resolution. The following statistics highlight the adverse consequences of inadequate customer service experiences, resulting in diminished brand loyalty.

According to Reports by Forrester, if customers can't get a quick response to their question, 47% of US online adults say they will give up on their online purchase.

Customer Service in times of COVID-19

We recently conducted a survey with consumers to better understand the importance of effective customer services as increased online shopping from the covid-19 pandemic has led to a subsequent rise in customer ticket volume

Consumer sentiment of customer service

56%



Of consumers said they would pay more for a product if it guaranteed excellent customer service

69%

Have abandoned a brand because of a negative customer service experience.

61%

Have written a bad review after a negative customer service experience.

According to ArenaCX Reports, In COVID-19, **poor customer service experiences caused 69% of customers** to stop doing business with a brand.

Modern call centers must prioritize and fine-tune their digital customer service strategies to ensure brand loyalty and keep up with customer expectations.

2.1. Evolving Customer Expectations

Studies have revealed that a significant percentage of customers, **around 74%, tend to use three or more channels to access customer service.**

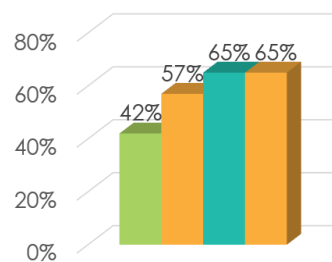
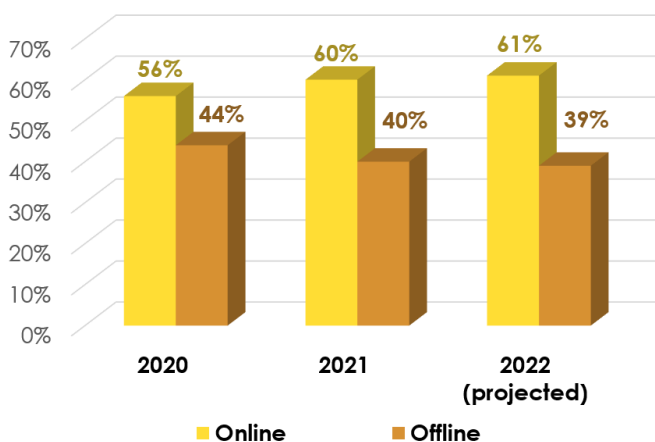
The findings strongly indicate the importance of maintaining consistency across all contact center channels.

Furthermore, a considerable proportion of millennials, around 44%, expect to receive a uniform user experience across all devices, while 60% of the respondents anticipate consistent customer service at all touchpoints.

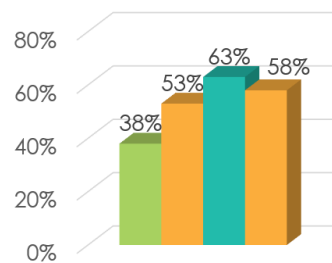
These observations suggest that providing a consistent and seamless customer experience across all touchpoints is crucial for businesses to meet customer expectations and maintain loyalty.

From Here on Out, Customer Engagement Is Digital-first

Customers Estimated Split of Online and Offline Interactions with Companies



57% of customers prefer to engage through digital channels



53% of customers prefer to purchase online vs store

In light of social distancing measures, customers have increasingly turned to online channels, resulting in a 36% surge in digital transactions between 2019 and 2021. Despite the resumption of in-person activities, this behavior persists, with customers anticipating a continued reliance on online channels as they remain more present in the digital realm than in the previous year.

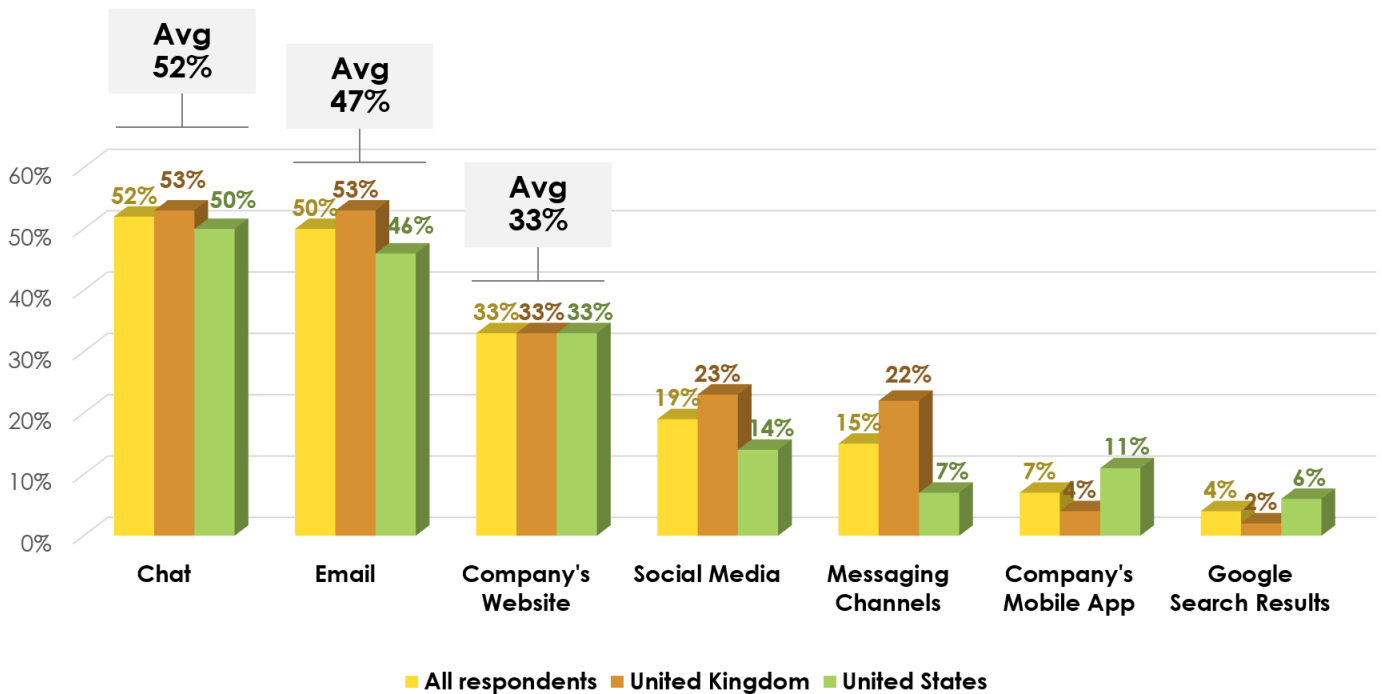
Using young customers' preferences to forecast future trends will increase digital footprints. Companies are transitioning to digital media to enhance customer experiences, but success rates still need to improve.

2.2. Technological Changes and Integrations

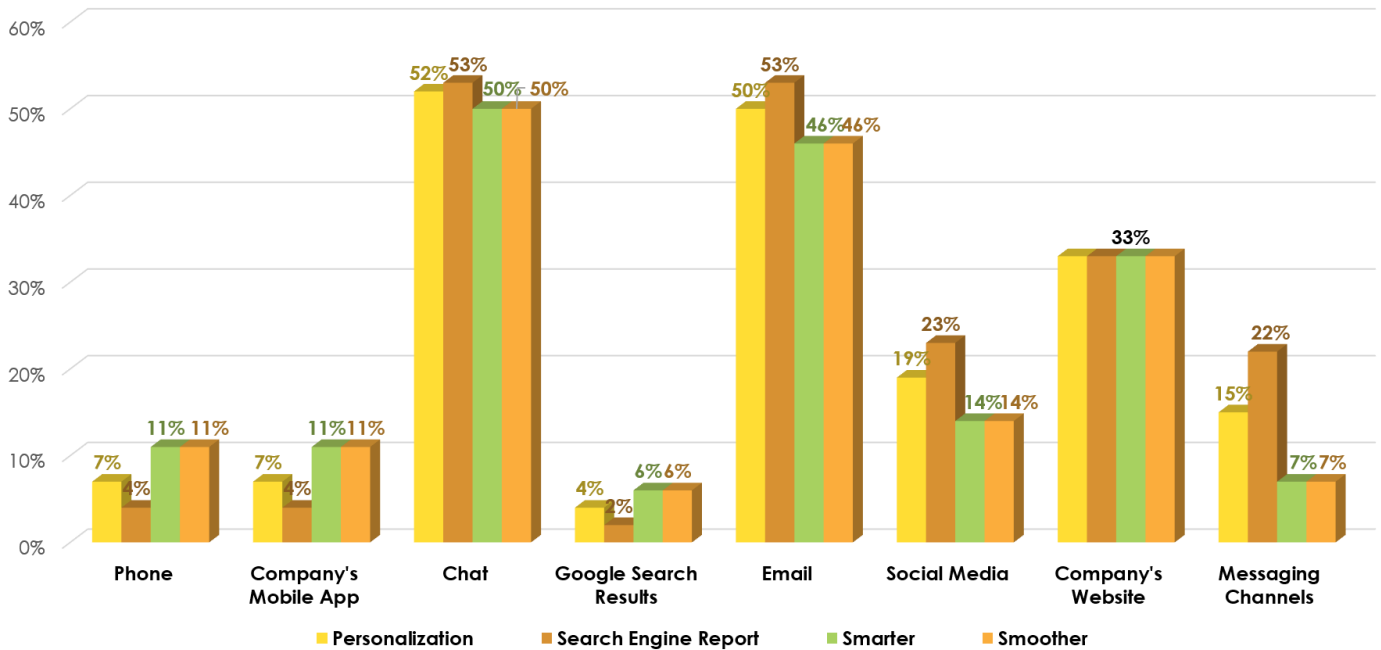
Forrester Research predicts that *phone interactions with customers will only make up 5% of all interactions within four years, while web interactions will make up 56%.*

Customers prefer chat (52%), email (47%), and self-service via business websites (33%) as digital channels.

UK and US customers have similar preferences, but UK customers favor social media and messaging more, while US customers prefer business mobile apps and Google search results.



The report by [NICE](#) demonstrates how companies' perceptions of needed improvements vary based on the channels used.



Companies that offer phone, mobile apps, and chat services cite personalization (more personalized understanding of their histories as customers) as the most significant improvement.

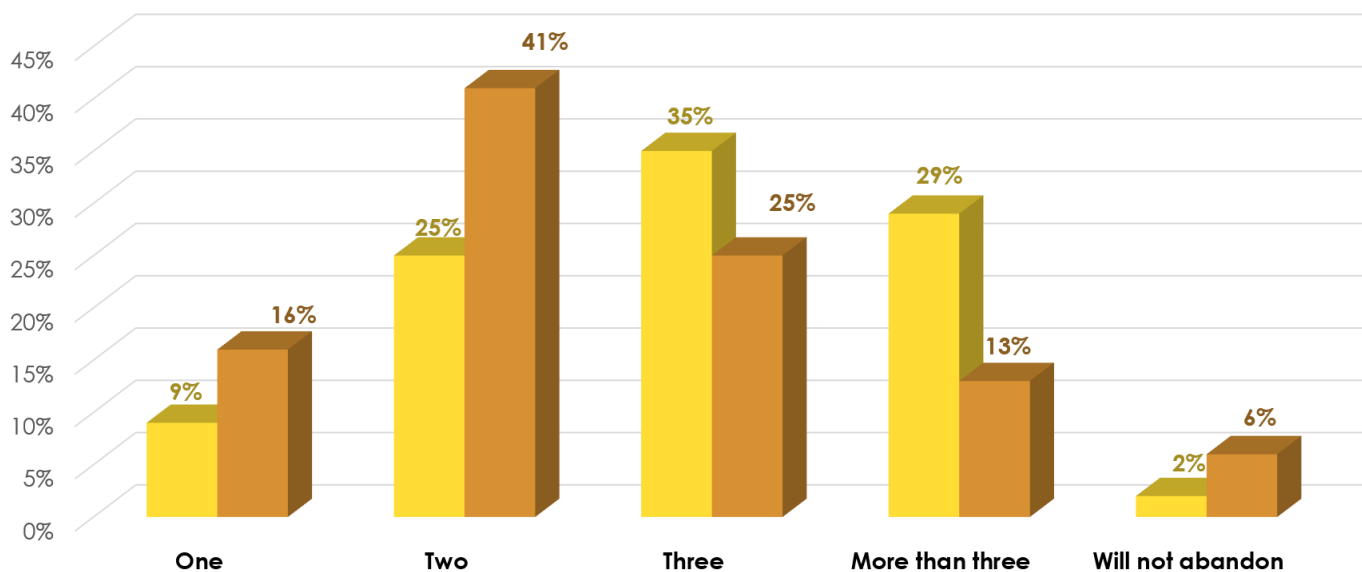
The ability to handle more complex tasks than are currently available, such as password reset, is crucial for businesses that offer social media, chat, and messaging.

The critical improvement for businesses offering website and messaging support is adding search engine capabilities.

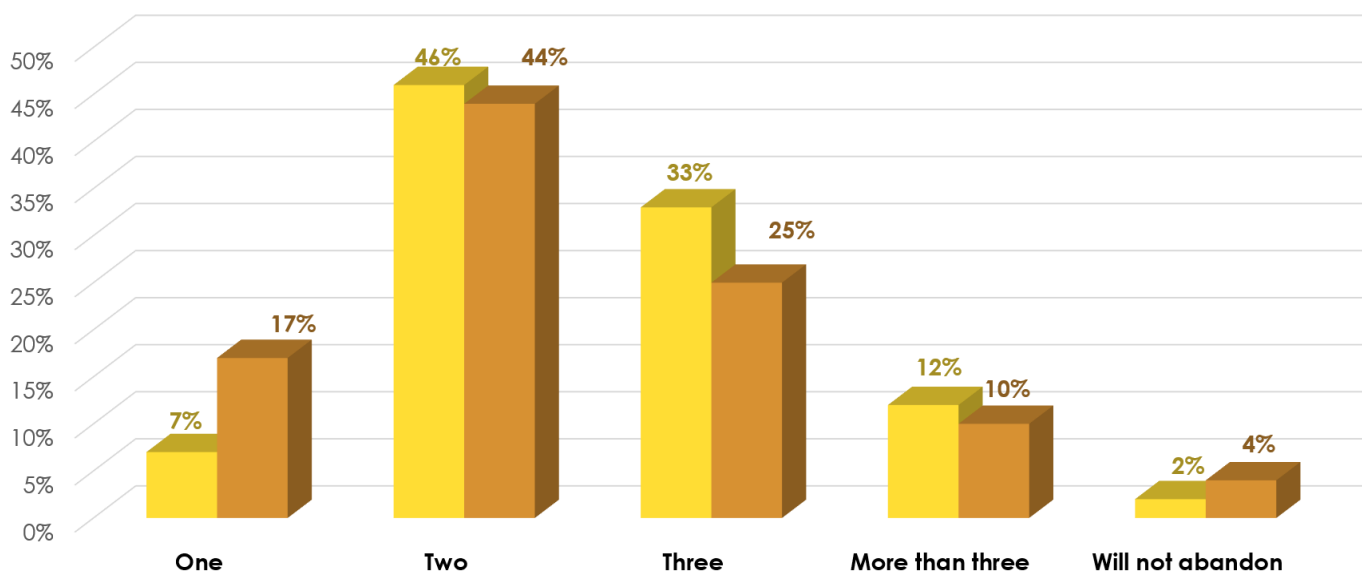
Businesses offering smooth social media, messaging, and chat need seamless transitions to live agents.

2.2. Balancing Quality with Efficiency

Based on a recent study conducted by Intercom, it has been found that a **mere 42% of call centers can meet their customers' expectations**. To balance customer satisfaction and operational efficiency, companies must identify what superior customer support entails for their specific business.



According to a report by [NICE](#), digital and non-digital (phone) customer service can cause consumers to give up on a brand after several disappointing interactions. Businesses must anticipate how quickly customers will turn away after a negative digital experience.



Here is a presentation of non-digital customer service data. While **66% of companies** predicted it would take three or more negative interactions for a customer to leave a brand, **41% of consumers** will leave after just two negative digital interactions.

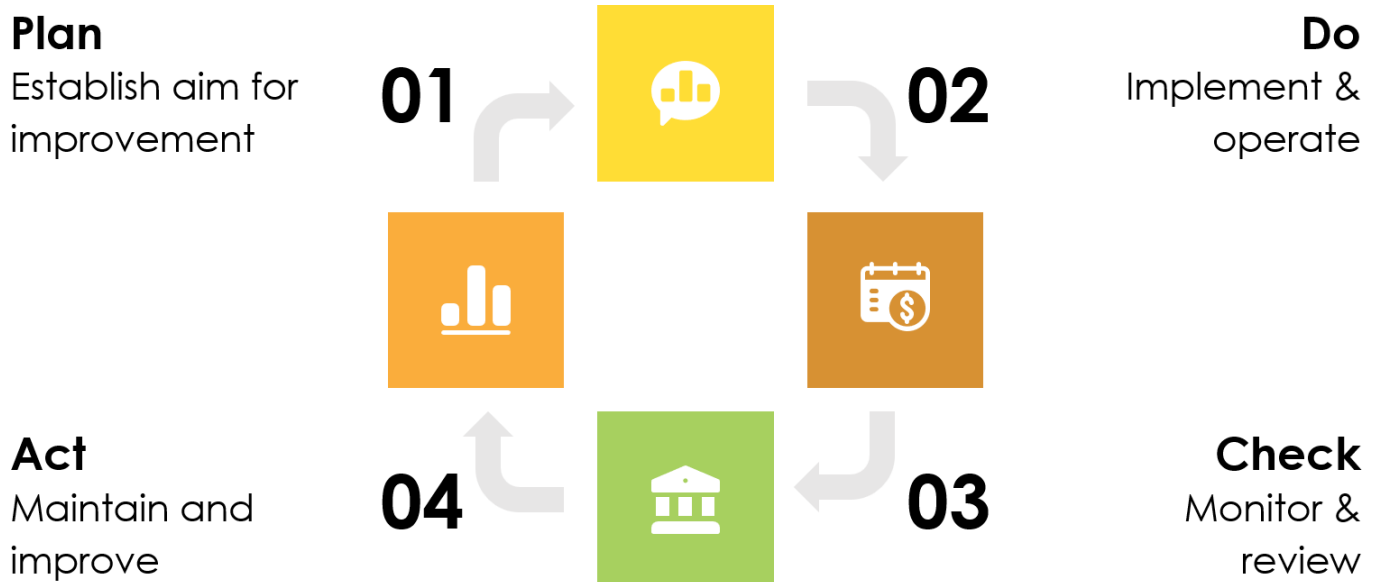
Despite businesses' assumptions, **57% of consumers** will leave after subpar digital customer service, compared to **34% of companies'** expectations after one or two interactions resulting in a 23-point gap.

Most companies and customers believe that non-digital customer service that could be better will result in brand abandonment more quickly than poor digital customer service.

3. Principles of Continuous Improvement

3.1. Kaizen and its Relevance in Call Centers

Kaizen is a Japanese methodology where employees at all company levels collaborate regularly to improve the manufacturing process. It brings together all organizational talents to produce a potent engine for growth. The term "Kaizen" also refers to continuous improvement.



According to a Medium case study, the PDCA cycle is a straightforward and methodical approach widely used as a symbol and application for Kaizen improvements. This tool is an endless cycle seeking constant improvement, which is also the core of Kaizen.

3.2. Customer Feedback as a Goldmine

Organizations can effectively collect crucial customer insights by utilizing survey links distributed through email or text messaging. This approach allows for an enhanced comprehension of agent effectiveness, customer grievances, and contentment levels.

As a result of constantly developing technology, organizations are adopting various types of analytics in addition to traditional call center metrics.

Call center analytics gives a bird's eye view of key metrics, including average handle time, calls in queue, call volume, CSAT rate, NPS score, and more.

Sprinklr reports that the **average U.S. customer satisfaction score is approximately 73%** (for data up to 2022).

Call Center Customer Satisfaction Dashboard

Net promoter score – On a scale of 0-10, how likely is that you would recommend our service to a friend



-100

100

+48

Promoters – 618 (65%)

Passives – 171 (18%)

Detractors – 162 (17%)

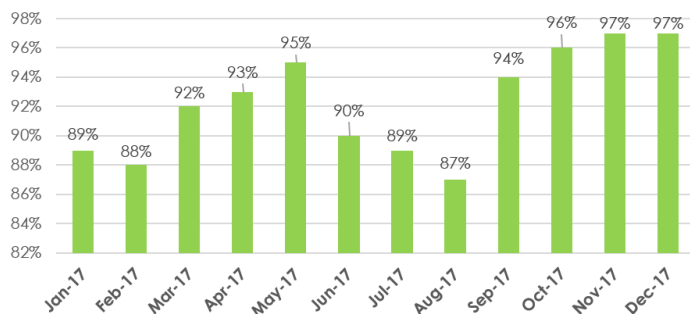
% Promoters - % Detractors = 48

Customer Retention

Target < 90%



92%



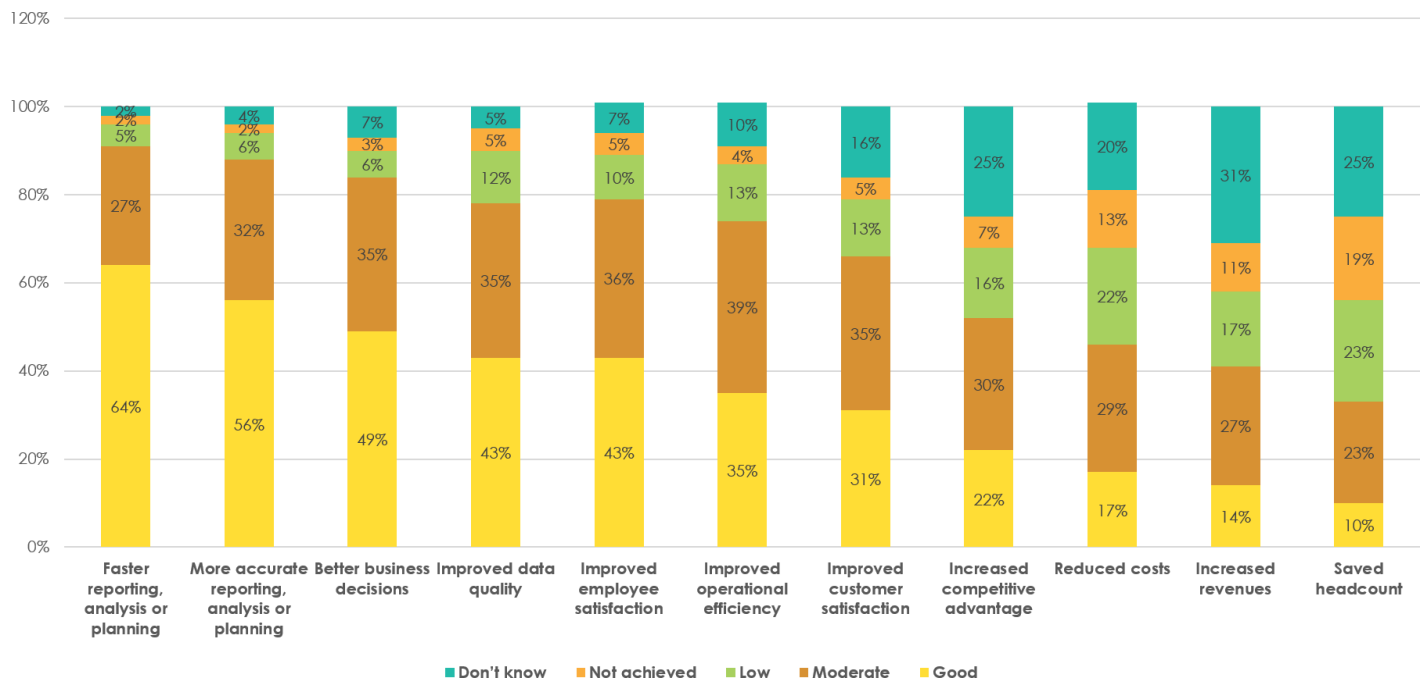
As per [Datapine](#), this data is invaluable for enhancing customer experience initiatives because it focuses on crucial metrics like Net Promoter Score (NPS), ongoing customer satisfaction levels, customer effort scores, and customer retention rates.

3.3. Data Driven Decision Making

Customer and call center relationships are crucial for building fruitful client relationships. Data-driven decision-making has become a potent tool for obtaining critical insights and improving operations in these settings.

Effective decision-making in the modern business landscape often involves leveraging the power of data through data-driven decision-making (DDDM). This methodology entails thoroughly collecting and analyzing a company's key performance indicators to yield valuable insights and inform strategic decision-making. By utilizing DDDM, organizations can gain a deeper understanding of their operations, identify areas of improvement, and ultimately optimize their overall performance and profitability.

Business intelligence (BI) reporting tools can maximize data collection and productivity. These tools simplify data visualization, enabling data analytics for those who need specialized technical knowledge.



Decision-makers in call centers can use BI tools to guide them in making quick, informed moves toward more ambitious objectives.

In [Bi-Survey](#) reports, the desired outcomes of the BI tools are ranked according to the recurrence rate.

A recent report by the Aberdeen Group, 'Unlocking Business Intelligence in the Contact Center,' describes how call center operations can use BI to improve performance by gathering and analyzing structured and unstructured data.

The report states that using BI can provide insight into customer base and business operations, leading to improvements in call center management. This has increased first-call resolution and daily closure rates and lowered costs by reducing call times, eliminating unnecessary calls, and improving customer satisfaction.

4. Best Practices for Achieving Excellence in Call Center QA

Running a thriving call center requires prioritizing customer satisfaction by implementing best practices and quality assurance measures to improve operational excellence and customer support management.

Monitor First Call Resolution (FCR) Rate: FCR measures the percentage of customer issues resolved on the first call without requiring a follow-up. It's a key metric for evaluating call center performance and agent effectiveness.

According to [SGM Groups](#), the call center industry's benchmark average for First Call Resolution rate is 70%. **A good FCR rate is between 70 and 75%**, meaning 30% of customers call again for the same query. Since COVID-19, the average FCR rate has decreased by 4%.

[Lightico](#) reports that the call center handles an average of 2,000 weekly calls. Of these calls, 35% require ongoing assistance, which is determined by the First Call Resolution (FCR) rate of 65%. The call center would receive 200 fewer calls per week or 10,400 fewer calls annually if the FCR rate were increased to 75%.

The FCR rate increases with artificial intelligence, which analyzes customer conversations and improves customer experiences.

Customer Satisfaction Score (CSAT): CSAT is a valuable metric call center agents use to gauge customer satisfaction with the level of service provided. This metric offers insightful feedback that can be used to optimize people, procedures, policies, and technology to achieve better customer service. It is an essential tool that helps organizations continually improve their customer service experience.

According to [SQM's research](#), the **average CSAT benchmark rate for the call center industry is 78%**. This reveals that 78% of clients are delighted with the call center's customer support.

A call center can accurately benchmark its CSAT and gain insightful customer experience data using a standardized customer satisfaction evaluation method. AI analyzes customer data, including purchase history, browsing behavior, and social media activity.

Analyze Voice Calls: A quality monitoring system in a call center can accurately assess the interactions between customers and agents. The call recording and monitoring system will help identify strengths and areas for improvement.

According to reports by [NICE](#), call centers are required to record and monitor every call so that managers can see exactly how their agents deal with clients daily.

The data analytics tools record call interactions between customers and agents, impacting key business objectives with imperative quality management dashboards.

Shift to Self-Service Options: According to a BankMyCell survey, **75% of Millennials and 81% of Gen Z avoid making phone calls due to time constraints and anxiety.** Companies have introduced alternatives such as self-service portals, chatbots, and IVR systems.

There has been a growing trend among young individuals to gravitate towards self-service portals and sophisticated AI tools when engaging with various online media platforms. This preference is driven by the desire for increased efficiency and convenience when accessing and utilizing these digital channels.

Reduce Average Call Handle Time (AHT): Call handling should significantly improve if an AI solution quickly and accurately routes the best responses to customer concerns to agents.

[Oracle CMS](#) statistics show that **34% of callers who abandon calls never return**, causing significant damage to businesses.

A delayed response to a customer's call can lead to losing trust and loyalty. It is crucial to answer within 15-20 seconds.

The above practices are critical to attaining future-centric customer satisfaction in call centers worldwide.

4.1. Regular Training and Skill Upgradation

Agents who develop skills can use CRM systems and call center technology more effectively. They gain effective phone-handling techniques, call-handling protocols, and problem-solving abilities, resulting in increased productivity and shorter call periods.

According to industry research, a vast majority of large corporations - approximately **91% - intend to increase investments in big data analytics and artificial intelligence (AI) by 2025.** This forward-thinking approach is expected to yield significant improvements in the quality of customer service provided by call centers, which can ultimately drive business success.

1.6 USD billion 2022

4.1 USD billion 2027




CAGR 21.3% The global call center AI market is expected worth 4.1 billion by 2027, growing at a CAGR of 21.3

Advancements in AI and ML-based technologies to facilitate real-time actionable customer insight and integration of gesture recognition with AI based chat bots and IVAs are expected to offer opportunities for call center AI growth

Acquisitions and product launches would offer lucrative opportunities for market players in the next five years

The advent of AI in call center to offer enhanced customer support services and better experience and rising development in customer engagement through social media platforms is expected to drive the growth of call center AI market

North America is expected to hold the largest market share during the forecast period. The region is a leader in technological advancements and is home to major call center AI vendors



APAC - The market growth in the Asia Pacific can be attributed to technological advancements and digitization among industries in countries such as China, India and Japan owing to increasing need to handle customer queries and enhanced experience

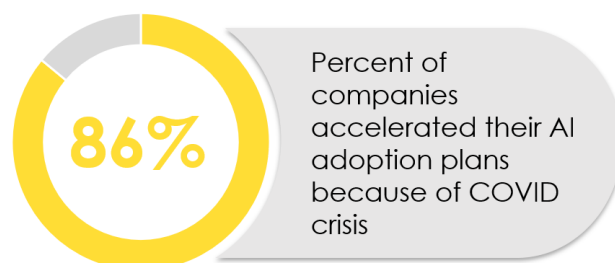
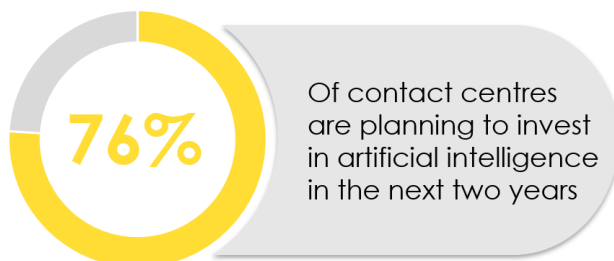
The [Markets and Markets](#) Report shows that the **global call center AI market had a value of USD 1.6 billion in 2022** and will continue to grow at a CAGR of 21.3% to reach USD 4.1 billion by 2027.

The main drivers of the call center AI market are increased customer engagement on social media platforms and data growth.

4.2. Utilizing Advanced Technology: AI and Analytics

Organizations use AI-based technologies to expand user experiences and stay relevant in the market. AI-enabled tools have seen large-scale growth across applications such as bots, predictive models, speech recognition systems, image recognition, and text recognition.

AI usage in call centers creates a balanced support system. Customers get efficient solutions, and agents meet service obligations, relieving support teams during busy hours.



According to the [Replicant Data](#) Survey, **72% of business executives are optimistic about AI's future contribution**. Within the next two years, **76% of contact centers will invest in AI**, and 86% have developed AI adoption plans after the COVID-19 crisis.

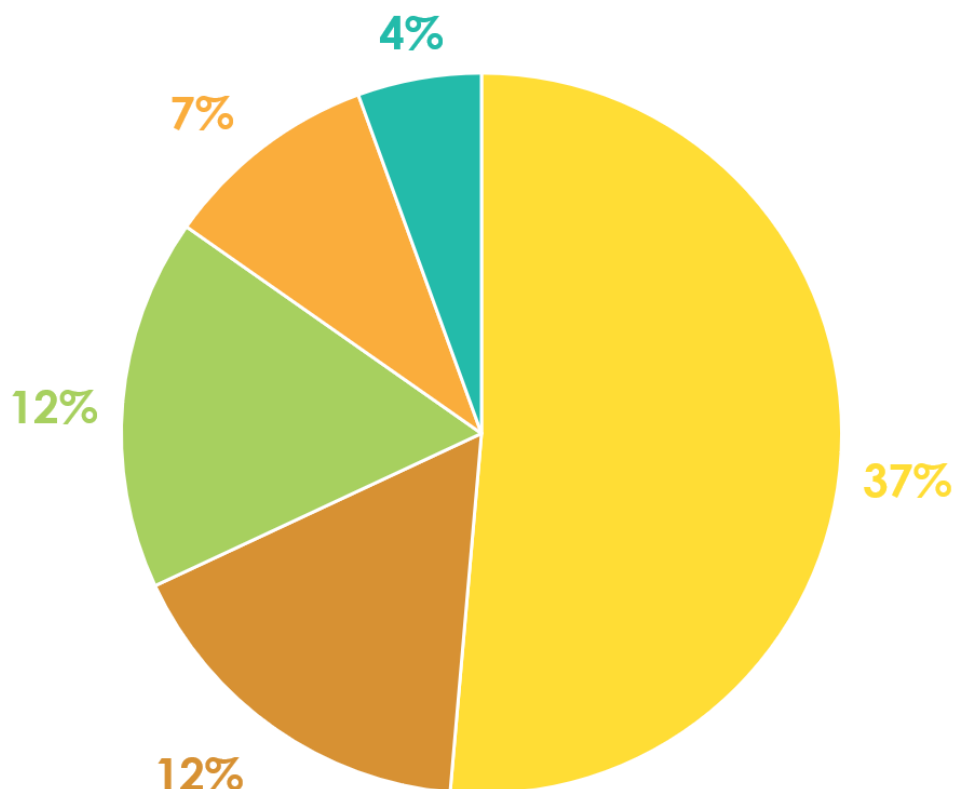
In call center environments, **data analytics can reduce operational costs by 59% and enhance productivity and decision-making by 59.9% and 36.2%**, respectively.

4.3. Rewarding and Recognizing Quality Achievements

Maintaining a positive work environment and agent motivation in contact centers can be challenging. While employee satisfaction is less critical than ROI, customer satisfaction, and profit margins, happy customers lead to higher productivity.

The [Apollo Technical Data](#) Project reveals that the employee recognition market is worth \$46 billion. Employers can enhance recognition and rewards by utilizing employee recognition statistics.

Happiness among workers **boosts workplace productivity by 31%**, based on Deloitte's report. Recognizing employees enhances engagement, job performance, and business value.



■ Recognition ■ Autonomy ■ Inspiration ■ Pay ■ Promotion

According to the [Zippia](#) pie chart above, **37% of workers believe employee recognition** is the most effective way to motivate staff to produce excellent work. Other factors such as promotion, pay, inspiration, and autonomy comprise 35% of the statistical representation.



93% Hope to be recognized at least quarterly if not more

41% Are recognized at their preferred frequency

Most contact centers (**over 90%**) have rewards and recognition programs, but **only 40%** receive recognition based on performance rates. Additionally, **around 69% of workers** feel they would perform better if they received genuine appreciation for their efforts.

Incentive programs help attract and retain talent, improve worker attitudes, and increase customer engagement. Call centers use various incentives, including bonuses, awards, parties, and training programs.

AI plays a crucial role in employee recognition and rewards by automating, identifying, and rewarding employee achievements. This is done by analyzing performance data, tracking individual contributions, aligning rewards with company values and goals, personalizing incentives, and improving the overall transparency and fairness of the recognition system.

5. Conclusions and Road Ahead

Effective call center quality monitoring involves interpreting data, creating actionable strategies, and training employees to improve customer satisfaction. Call centers need a robust system incorporating suitable hardware and software to optimize this process while accounting for clients' and the business' ongoing needs.

Businesses can improve customer support by combining AI technology with empathetic human interactions to understand call center requirements better.

5.1. Importance of Sustained Quality Approach

Contact center analytics involves collecting information on all aspects of a business to gain valuable insights, particularly for large and expanding contact centers.

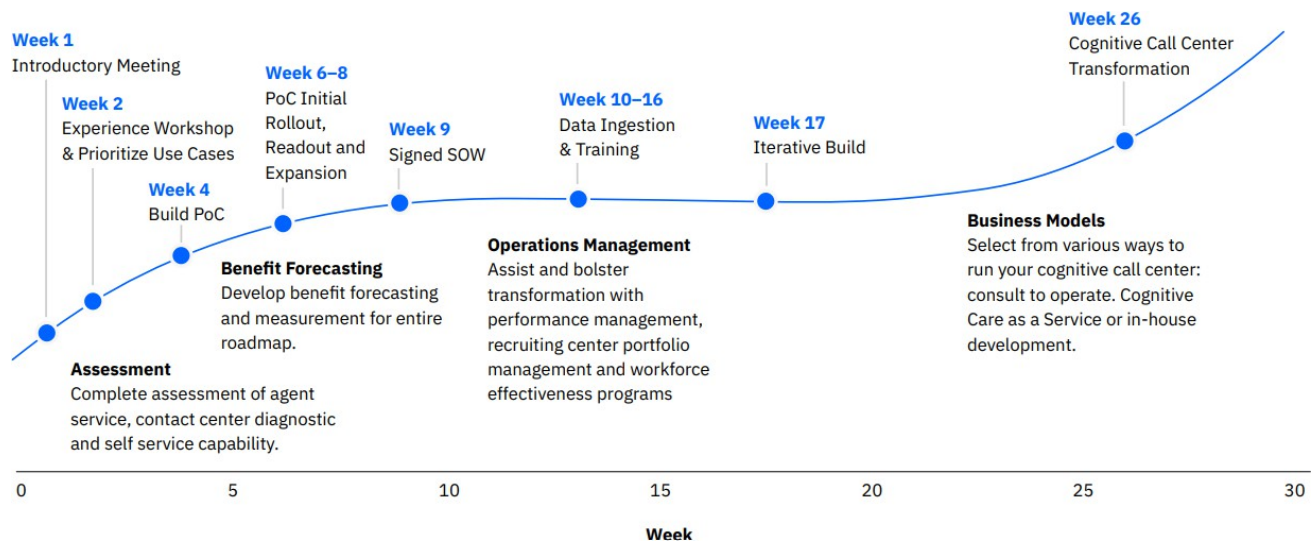
[NEQQO](#) technology offers a comprehensive solution for analyzing all customer interactions, streamlining quality assurance processes, and detecting critical queries with exceptional speed and accuracy. By leveraging our advanced technology, businesses can significantly improve their agent coaching and enhance overall customer experiences.

Utilizing a QA monitoring tool has the potential to revolutionize customer experiences in the future.

5.2. Future Trends and Preparations

The shift from traditional call centers to cognitive centers is crucial to providing adequate customer care solutions for prospective clients, customers, employees, and stakeholders, including environment management services.

The transformation begins by utilizing cognitive technologies like conversational AI with virtual agents, advanced analytics, and robotic process automation.



Based on the [IBM Report](#) on "Cognitive Customer Care: The Future of Call Centers," this strategy is effective for cognitive omnichannel self-service and virtual agent assist solutions.

The future of call centers depends on platforms that support the latest technological advances. In recent years, customers have switched from traditional voice calls to self-service options like chats, emails, and social media channels for personalized conversations. This allows agents to save time and energy while reducing costs.

Curious to learn more? We're at your service!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!



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