

SESTEK

How to better serve customers from home

E-Book for Effective Quality Management



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INTRO

As organizations navigate the paradigm shift toward remote work, providing exceptional customer service from home has become a priority. This e-book serves as a comprehensive guide to help businesses overcome challenges and seize opportunities in this new landscape. By exploring quality management strategies, evaluating performance, and harnessing the power of AI, this e-book equips readers with the essential tools and insights needed to elevate customer service and drive business success in a remote environment. Let's join this journey and unlock the secrets better to serve customers from the comfort of your home office.



MAIN CONCEPTS

01 Script Adherence

Script adherence measures if an agent follows a prescribed scenario while interacting with the customer during the call to ensure that quality standards are met.

02 Average Speed of Answering

The average amount of time for call center to answer the phone call from customers during a specific time period.

03 First Call Resolution

A contact center's ability to resolve customer problems, questions, or needs the first time they call, with no follow-up required.

04 Average Handling Time

The average time it takes to handle a call or transaction from start to finish, including call initiation, hold time, talk time, and related tasks about the transaction.

05 Customer Satisfaction Score

As a parameter based on customer feedback, customer satisfaction score measure how satisfied customers are with call center's services. Generally with a scale of 1-5.

06 Net Promoter Score

A parameter based on customers likelihood to recommend the service/product to their friends and family. This is in a scale of 0-100.

First Steps For Quality Management

“ If you can't measure it,
you can't manage it.

This famous saying also applies to call center quality management processes. It is not possible to talk about quality management without granular measurement and objective evaluation.

Quality management covers monitoring and analyzing call center interactions to improve overall service quality. It is a continuous process of monitoring, evaluating, and coaching and repeat!



Capture First

First, you need to capture interactions. In other words, you need to record all the interactions between the agent and the customer. These interactions can be voice calls, live chat interactions, messages, emails and this list goes on. These interactions are your starting point, they provide the quality teams with the necessary data.

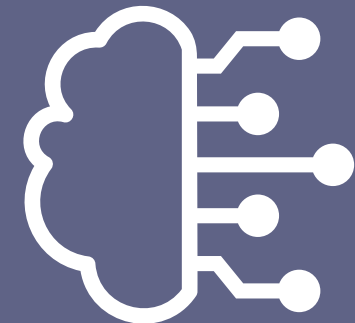


Evaluate

This requires a combination of quality teams and analytic tools. At this phase, interactions are evaluated using a scoring process, and the parameters like average handling time, script adherence, and silence ratio. This process also includes calibration to drive consistency among evaluation results.

Train

The final and maybe the most essential step includes feedback and training. Because to establish a healthy quality management system, quality teams should provide continuous feedback to both good performers and average performers. They should determine the areas that need improvement and design training programs accordingly.



Manual vs. Automated Evaluation

There are two main approaches to performance evaluation: First, manual quality evaluation where the quality team does most of the job. Second automated quality evaluation, where you support the quality team with automated evaluation tools.

Call centers receive thousands of calls each day. And this means thousands of audio files. With conventional manual evaluation, quality teams can only evaluate a small amount of these calls (generally 3-5%). This does not provide the big picture about the overall quality.

That is why more businesses switch to **automated quality management (AQM)** solutions. AQM uses modules like call recording, text analytics, speech analytics, and IVR analytics.

With these technologies, contact centers can capture 100% of interactions and transform them into analyzable data in a matter of seconds.



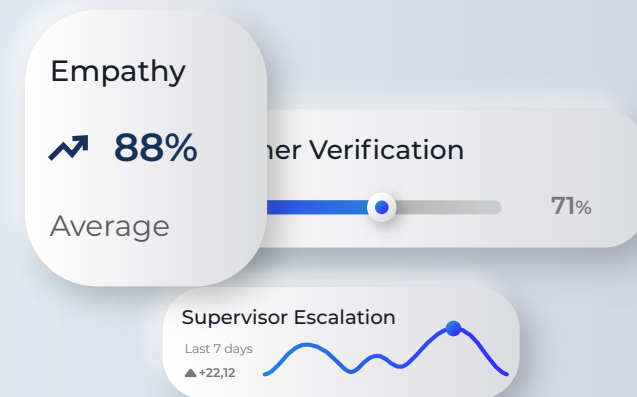
Tools For Quality Management

1. Call Recording

Call Recording captures all call center interactions and separates customer and agent audio through stereo recording. The solution enables organizations to apply detailed analytics and data-mining methods through Conversational Analytics integration. Thus, quality management teams can gain invaluable insights into customer satisfaction and agent performance.



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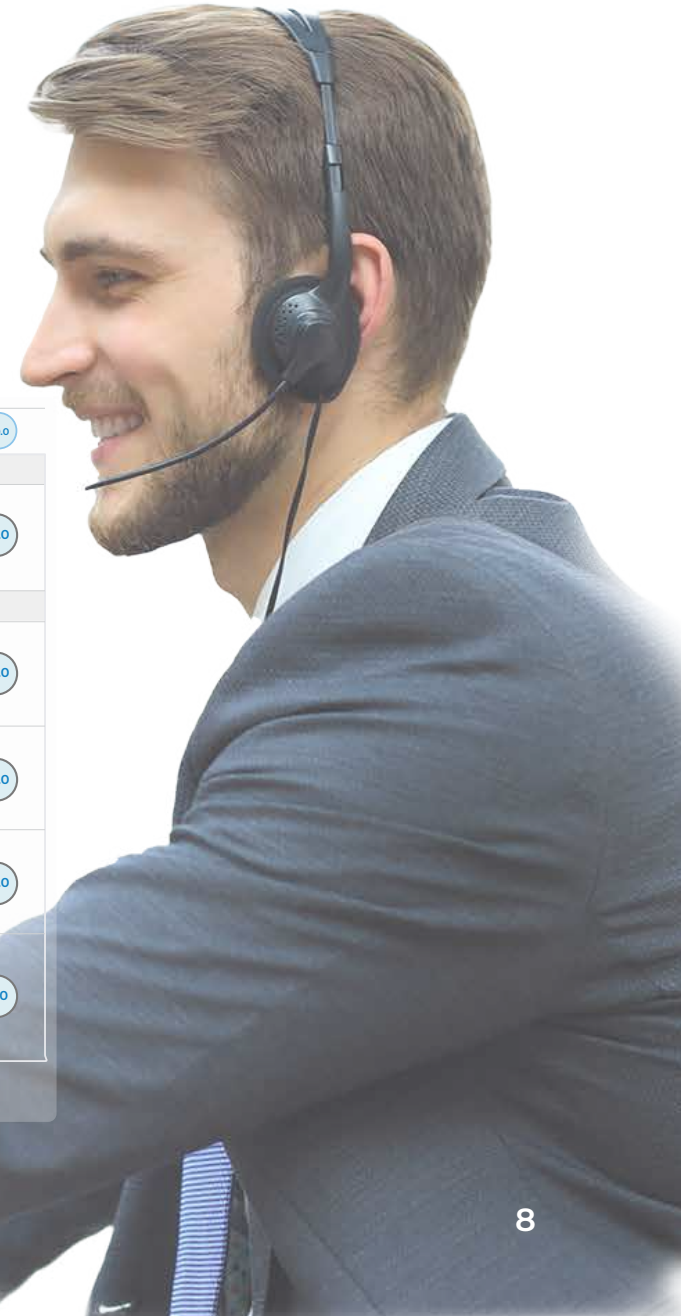
2. Speech Analytics

Speech Analytics automatically transcribes and analyzes all customer-agent communications by using various features like statistical comparison, emotion detection, trend analysis, and more. Speech Analytics offers an effective way to leverage customer interaction data by providing businesses with actionable insights into customer experience and call center performance.


3. Hybrid Approach

Our hybrid approach combines manual and automated performance evaluation methods.

The solution’s automated reporting feature allows call center quality teams to create customized evaluation forms and scorecards that reflect their company’s needs and policies. So, the solution generates automated performance analysis reports on all recorded customer interactions and provides quality management teams with crucial data they can act on.



Hybrid Evaluation Form Back to Evaluation Results • Conversation #226144 90.0



Evaluation **Conversation**

Evaluation ID: 38717
 Evaluator: System Admin
 Evaluation Date: 01/01/2028 15:55
 Assignment: N/A
 Score: 90.0/100
 Evaluation Duration: 0.7

Manual Section

Irrelevant Yes No 25.0

Automated Section

Irrelevant Yes No 25.0

Irrelevant Yes No 25.0

Irrelevant Yes No 25.0

Irrelevant Agent speed (let/sec) > 18 15.0
 15.6 < Agent speed (let/sec) ≤ 18
 0 < Agent speed (let/sec) ≤ 15.6

Evaluation Comment

00:00 / 00:00 ▶ ■ 1x 🔊

Quality Management & AI

With the advancements in artificial intelligence and machine learning, automated quality assessment tools are transforming into AI-powered solutions. AI advances the capabilities such as discovery, concept, extraction, topic identification and sentiment analysis. Supervised neural network is used in post-call and real-time speech analytics applications, speech recognition, and emotion detection. AI also helps to build predictive models for uses like net promoter score (NPS), customer satisfaction scores and the tendency for customers to buy, pay or churn.

Another example is the emotion detection feature of Speech Analytics. This can help identify issues like interruptions, periods of silence, anger and monotony by analyzing pitch and tone. With this feature, QM teams can immediately discover the moments of customer dissatisfaction, which would take hours with manual methods.

! Expensive

You said: "I completely understand."

Say instead: "Let's see if we can find..."

! Empathy Alert

You said: "I'm so sorry to hear..."

Say instead: "I would feel the same..."

! Oops!

You said: "You can have a guarantee..."

Say instead: "You may be eligible.."

Better Together: AI + Human

Does the increasing use of AI mean the end of human-based quality management? The simple answer is NO.

In other words, AI will not replace humans in QM processes. Rather than considering AI and humans as two challenging parties, seeing them as two allies who support each other might be a better approach.

AI and humans can work with mutual interest. We need AI to accomplish various tasks and AI needs us to be trained and function better. AI is used to excel our analytics capabilities. As we analyze more and learn more, we train AI. As it is fed with more training data, AI offers better evaluation results. So, this is a continuous cycle feeding each other.

AI can analyze data and provide results, but it is the human who interprets the data and draws conclusions. That is why using AI-based analytics in combination with human intelligence can provide better results.



Effective QM Roadmap

1. Transparency

Involve your agents, involve your supervisors. Explain the reasons and goals behind implementing a QM program.

2. Training

Remember that your evaluation teams also need the training to get the best out of QM tools and coach your agents effectively.

3. Accessibility

Not only supervisors but your agents should easily reach their scorecards and even their call recordings when they have questions.

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4. Continuity

This is not a one-and-done process. Continuous monitoring, evaluating, and communication within your team are vital.

5. Feedback

The core of QM program is feedback. Managers to supervisors, supervisors to agents, and vice versa, every member should be comfortable giving and receiving feedback.

The Benefits



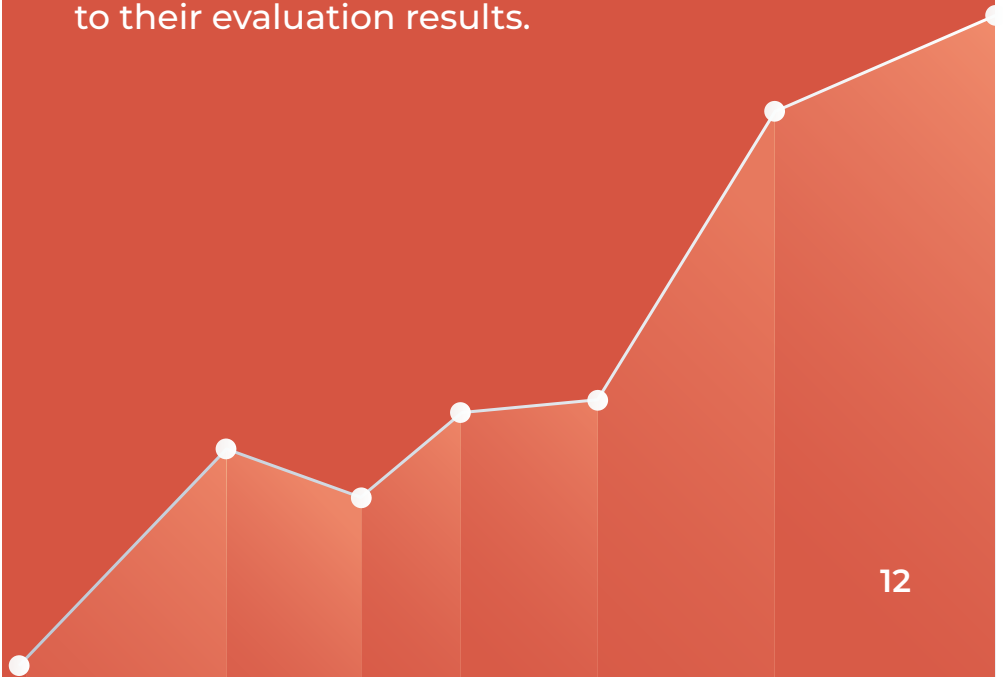
INCREASED EFFICIENCY

The quality evaluation is a time-consuming process. Automating the performance evaluation process helps call centers to save time, energy and resources. These solutions lighten the workload of quality monitoring teams by automating evaluation processes. Instead of spending hours listening to each recorded call, the team can spend more time on important tasks, like detecting training needs and preparing training programs for agents.

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IMPROVED PERFORMANCE

When agents know that their performance is being assessed accurately and fairly, they are more likely to perform better. Getting objective feedback helps them to focus their efforts to improve. Being continuously listened to and evaluated guide agents towards self-discipline. When evaluated with automated assessment tools, agents are less likely to object to their evaluation results.





ING TURKEY Boost Sales by Automated Quality Management

ING Turkey was searching for a solution to evaluate 100% of all interactions and effectively analyze them for actionable results to improve agent performance and increase sales revenue. Monitoring and analyzing contact center interactions are difficult tasks because of the vast amount of customer calls. Performing these tasks manually is time-consuming and expensive.

Using SESTEK AQM, ING Turkey monitored and analyzed 100% of all customer conversations and gained valuable insights to improve both customer experience and agent performance.

SESTEK

+ 9%

INCREASE IN SALES
CONVERSATIONS

+ 25%

INCREASE IN PROFIT
PER AGENT

- 20%

DECREASE IN CUSTOMER
COMPLAINT CALLS



Using SESTEK AQM tool, supervisors were able to monitor and analyse sales conversations and provide feedback to agents effectively. The technology helped detect possible customer complaints in advance and enabled responsible teams to respond proactively.

ING

CIGNA Call Center Increased Sales Using Automated Quality Management

Trying to monitor, analyze, and score all customer interactions is not an easy task because of the vast amount of interaction data. Cigna could only evaluate 5% of all interactions manually. They were missing a major part of the information and trying to build a training strategy with limited insight.

Using Sestek's Speech Analytics with the AQM feature, Cigna monitored and evaluated 100% of customer-agent interactions at its contact center. Using root cause analysis feature, they were able to pinpoint granular differences between top-performing agents and the rest. Establishing customized training sessions according to the insights provided enabled the call center to improve telesales operations significantly.

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48%

INCREASE IN SALES

23%

INCREASE IN CALL QUALITY

90%

INCREASE IN SALES AGENT PERFORMANCE



Sestek's Speech Analytics analyzed 100% of all customer-agent calls and helped us identify areas of improvement for our agents. With the help of actionable insights, we achieved significant improvements in their performances.

CIGNA

CONCLUSION

This e-book aims to equip decision-makers with practical strategies for excelling in remote customer service environments. Discover the transformative power of automated quality management tools and why investing in them is a must for contact centers.

Searching for the right call center quality management software can be daunting. With numerous options claiming to be the best, it's hard to determine which one truly fits your needs. If you base evaluations and decisions on just a few calls per agent (an average of 5% of calls can be evaluated when done manually), you might miss out on valuable chances to improve.

However, by leveraging SESTEK's expertise, you can revolutionize your quality assessment to enhance both agent performance and customer satisfaction. With comprehensive solutions including call recording, speech analytics, and IVR analytics, you can confidently navigate the landscape and choose the tools that will optimize your operations, increase customer satisfaction, and keep you ahead in the competitive landscape of remote customer service.



IMPROVE YOUR CONTACT CENTER OPERATIONS

SESTEK is a conversational automation company helping organizations with conversational solutions to be data-driven, increase efficiency and deliver better experiences for their customers. **SESTEK's** AI-powered solutions are built on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.

SESTEK is a part of **UNIFONIC**.

[See How it Works](#)



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