

# Verint Automated Quality Webinar Q&A



Valuable perspectives from Forrester Principal Analyst Ian Jacobs after a recent Automated Quality webinar with Verint®.

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1. How can you communicate the benefits of automation to your employees?
2. Should all recorded calls be autoscored? Should manual evaluations still be conducted?
3. What are some of the ways that automating quality can improve employee engagement?
4. How can autoscoring evaluations help each agent perform even better?
5. How can we free up quality teams to focus on driving greater value for the business—and for agents?

## Question 1: How can you communicate the benefits of automation to your employees?

Rather than presenting automation as some gateway to a new utopian world of low effort and maximum leisure, brands need to focus on the practical. Agents, supervisors, and quality teams all must complete tasks today that they view as “mindless” or “grunt work” or even as “obstacles to actually performing well.” Examples of these tasks could be making quality analysts score agents on whether they used a brand greeting, or making agents complete generic, one-size-fits-all training courses. If brands communicate the ways that automation will remove these specific thorns from their side, employees will be much more receptive to the new technology.

Two-thirds of UK employees fear that the rise of automation will make the workplace less sociable and friendly, according to a [report](#) from Capita Resourcing. Brands can also win over employees by pointing out how, counter-intuitively, the opposite will be true in the contact center. When quality teams and supervisors are freed up from focusing on the mundane tasks of scoring agents’ interactions, they are freed up to do more

face-to-face, one-on-one coaching. Automation can actually enable greater human interaction inside of customer service organizations.

## Question 2: Should all recorded calls be autoscored? Should manual evaluations still be conducted?

The short answer to both questions is, “yes.” Scoring all calls allows brands to ensure that they do not miss any moments where agent interactions add value to the business, or conversely, the moments that bleed value from the business. Random sampling of calls today results in quality teams wading through an endless stream of calls that are, from the company’s point of view, pretty dull. Scoring all of the calls captures those “boring” interactions but also guarantees that it also captures all of the “interesting” calls. All that said, there are soft skills that you want to track and improve among your agent populations. At least for now, having humans evaluate those skills is the best method to capture an agent’s performance in those areas, create plans to improve their skills, and implement a coaching and training program.

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## Question 3: What are some of the ways that automating quality can improve employee engagement?

The biggest—and simplest—way automated quality drives greater agent engagement is by creating the feeling of a more equitable workplace. Human nature drives agents to often complain about quality evaluations: “But I had four pain-in-the-neck customers in a row” or “Jane got all the easy calls this week; of course, her scores are higher.” In an automated environment where every call is scored, and all calls are scored consistently by an intelligent tool, these arguments evaporate. Agents feel like they now work on a level playing field with their colleagues.

Of course, for that to come to pass, contact center employees need to truly trust the automated system. Your company can tackle this issue, while also improving employee engagement, by ensuring the automation in the workplace operates in the same personalized and helpful way that employees experience automation in their personal lives. When an employee uses a tool like Waze and the system says, “You need to leave 15 minutes earlier than usual if you want to get to your dinner with Aunt Miriam on time,” the employee feels like the goal of the automation is to remove friction from their lives. The advice they receive is timely, personalized, and ultimately helpful. When contact center employees feel the same about automation in their workplace, they feel more empowered by the tools they use, and they become more engaged with their jobs.

## Question 4: How can autoscoring evaluations help each agent perform even better?

We live in the world of big data. Brands derive unexpected and exciting insights by combining massive troves of data and using intelligent tools to comb through it. Evaluating agents’ performance in customer service interactions operates on the same principles. The more data at your disposal, the more

likely you are to hit upon novel insights about not only how agents handle calls, but also identify ways to help them improve that performance.

One key here: most quality teams today focus their evaluations on the myriad ways agents may underperform and deliver less-than-optimal customer experiences. But focusing your efforts solely on the negative may not do wonders for agent engagement or performance! Evaluations and coaching also need to examine and incorporate those “champagne moments” where agents shifted a customer from a net detractor to a net promoter. We all want recognition for a job well done.

## Question 5: How can we free up quality teams to focus on driving greater value for the business—and for agents?

Every contact center supervisor I’ve ever spoken to wants to provide more direct coaching to their agents, but few do it because they simply don’t have the time. As mentioned above, employees—including agents—also would regret the loss of human interaction in their jobs. Put these two perspectives together and it becomes clear that automating some of the quality and performance tasks in a contact center would free up supervisors to take a more in-person and face-to-face approach to their jobs; this is an approach that agents would also appreciate. Moreover, with an automated system handling much of the grunt work, supervisors can start to build a more human, more personalized method for fostering improved agent performance. These are the types of improvements that help unlock value for your company—and, let’s not forget, for customers who will benefit from better trained, more engaged, and happier agents helping them.

To learn more, listen to the recorded webinar from Nov. 15, 2017, [“Empower Your Employees with More Data, More Automation”](#) with guest speaker, Ian Jacobs, of Forrester Research and Kristyn Emenecker of Verint.

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