

# Empowering Employees through Automated Quality Scoring

Over the last decade, contact center quality evaluation technologies have evolved from manual call reviews to online quality platforms to more sophisticated solutions that can automate call selection, call distribution, and calibration. Quality managers use these tools to modernize their programs, increase agent skills and knowledge, and improve customer service.

The next leap in the evolution of contact center quality programs is automating the scoring of evaluations. Instead of evaluating fewer than one percent of all calls, you can discover the quality of 100 percent of all interactions, not just calls. Employees benefit from more objective, comprehensive assessments of their performance. Quality managers can focus on higher-value tasks, such as agent coaching and development. And organizations benefit from greater compliance, higher-quality interactions and a more engaged, skilled workforce.

Verint® Automated Quality Management™ in the cloud can automate the whole quality management process and help you achieve better compliance. You can evaluate interactions, identify non-compliance, and assign coaching for 100 percent of voice and text interactions.

But this shift won't happen overnight. You'll need to address staff concerns around job security and the accuracy of the automated scoring, and your quality processes may need to change to align with the new technology.

## Gain a Comprehensive View of Quality

In the contact center, automated scoring can address two key issues. First, scoring is time-consuming, yet results in evaluation of only three to five percent of interactions out of the thousands an agent handles each year. This sampling is insufficient to ensure compliance, report back to regulators, or avoid penalties for latent compliance breaches. Second, all processes have variation, especially those that involve humans.

Automation can increase the objectivity of evaluations while reducing or eliminating sampling errors. Automatically scoring all voice and text interactions represents a more accurate picture of each agent's performance. Favoritism, handling an unusual or challenging call, or even having an "off day" should no longer cause concerns.

## Focus on Agent Development and Input

Your quality managers may fear that automation will eliminate their jobs. But this isn't necessarily so. Automated scoring eliminates the hours spent each month calibrating quality assurance staff to ensure that interactions are assessed consistently. Quality managers and staff can focus instead on coaching agents to boost their confidence while enabling them to deliver better, more compliant service.

Automatically scoring quality evaluations can make staff uneasy, especially if those scores factor into compensation and incentive pay. Listen to the concerns of your employees and provide as much transparency as possible. Include a process for employees to dispute call assessments — just as they do today — and allow reviewers to manually override scores when warranted. These capabilities are a native part of Verint Automated Quality Management. The ability to question assessments and provide input will go a long way to gaining employee buy-in. By engaging staff throughout the process, you can optimize the value extracted from automated scoring solutions and create a win for everyone.

**VERINT**



# Executive Perspective

## Launch an Evolution, not a Race

Introducing automation will likely mean your processes, workflows, and expectations will have to change, but this doesn't need to happen on day one.

It's better to introduce automated scoring gradually to build experience and refine scoring rules. You can set expectations on how quality scores may change as a result of automation and share the reasons for any scoring changes. Your unique business requirements should dictate which quality criteria to automate, and which may still require manual evaluation to make an effective assessment. Some contact centers may decide they need a brand-new quality program to match the powerful capabilities of their new quality automation technology.

Ultimately, automated quality scoring can help modernize your quality management programs, increase agent skills and knowledge, and improve customer service.

Introduce the technology slowly, in a strategic, controlled manner and move at the pace that best suits your business. Remember, there is value to be gained from partial automation. There's no need to rush headlong into applying it to 100 percent of interactions.

Verint's Customer Engagement Cloud Platform and powerful suite of solutions includes Automated Quality Management, Compliance Triggers, and more to help you improve quality and compliance within and beyond the contact center. Our solutions can help your organization address its evolving needs, no matter where you are on the quality and compliance journey.



Learn more at  
[www.verint.com](http://www.verint.com)

## The Customer Engagement Company™

### Americas

[info@verint.com](mailto:info@verint.com)

1-800-4VERINT

### Europe, Middle East & Africa

[info.emea@verint.com](mailto:info.emea@verint.com)

+44(0) 1932 839500

### Asia Pacific

[info.apac@verint.com](mailto:info.apac@verint.com)

+ (852) 2797 5678



[verint.com](http://verint.com)



[twitter.com](https://twitter.com)



[facebook.com](https://facebook.com)



[blog.verint.com](http://blog.verint.com)