

VERINT.

Total Quality

Take a Holistic Approach to Quality and Compliance



Is Your Quality Program Deceiving You?

“Your call may be recorded for quality and monitoring purposes.”

We all hear that message regularly, but it hides a number of problems. Think about it. If calls **may be** recorded, then perhaps not **all calls** are necessarily recorded. And we know that, in most organizations, not all call recordings are being reviewed.

In fact, analysts suggest that many organizations are only reviewing around 1 – 3 percent of the calls that they record. In addition, bot and digital communications are often not evaluated at all, so around 97 percent or more of the customer interactions in the contact center never see the light of day again. Who knows what may be lurking within those conversations, waiting to surface? It could be a customer service or business problem. It could be a regulatory compliance or legal issue that poses not just financial risk but also reputational risk. And yet there may be no awareness that those problems exist.

It takes a lot of effort and staff to review calls, however, and that is why most businesses only assess such a small percentage of recordings.





The Digital Transformation Problem

Over the last three years in particular, the number of channels being used for customer communications has exploded. Consumers are showing an increasing preference to use text and instant messaging apps, video, chatbots, and more. And yet, the calls that are recorded and reviewed are almost exclusively those that come into the contact center. They do not include other customer touchpoints such as the back office and branches, chatbots, and other digital channels.

If all of these additional touchpoints and channels are not captured, monitored, or assessed as part of your quality management programs, there may still be significant gaps in the coverage of your quality efforts. So, in addition to reviewing a greater percentage of calls and interactions, it is also necessary to expand the scope and coverage of the customer touchpoints and channels that are assessed.

Bad News, Good News

If you're not capturing and evaluating all the human and bot interactions across all your communication channels, we have some bad news for you: Chances are that quality issues, process flaws, and non-compliance with your internal processes and external regulations are lurking in those unevaluated communications.



Get a holistic view of the state of your customer interactions, across all the channels and touchpoints available to your customers.



Enhance your performance management with built-in scorecards.



Grant your staff one-click access to their performance, learning, and coaching history.



Facilitate collaboration on quality assessments with a shared inbox and workflows.



Automate to Get Ahead

Automating quality management (QM) can supplement traditional quality management solutions and practices, and it is a practical way of quickly addressing this issue. Automated QM technologies are capable of carrying out objective quality assessments of up to 100 percent of interactions — including calls, digital channels, and bots — leaving nothing hidden.

In practice, this means that increasing the percentage of voice and text-based interactions you review will not require an associated increase in staffing.

Moreover, you can reallocate your existing resources to other critical tasks, such as coaching. Depending on the automated QM tool you use, the solution may be able to use the results of evaluations to suggest appropriate training, enabling you to take a proactive approach to quality and compliance and minimize after-the-fact, corrective measures.

Put Automation to Work

Automated quality management tools automatically evaluate interactions against your rules, quickly providing new insight into your service and compliance standards and helping to prevent or quickly remedy quality and compliance issues. By applying automated quality management technologies, you can:

- Autoscore up to 100 percent of your captured voice and text-based interactions.
- Easily monitor performance trends and assign coaching as needed.
- Remove scoring bias and variations through data-driven, transparent, consistent, objective scoring.



The Missing Dimension

Recording and reviewing calls and other interactions are internally managed, inward-looking processes. When those interactions are assessed, they are deemed to be good, bad, or indifferent against the requirements and standards of the business.

But what about the customer's view?

If the customer is being asked for their opinion at all, it is usually done as part of separate marketing or customer experience initiatives to understand customer satisfaction (CSAT) and Net Promoter Scores® (NPS®)¹. The results are seldom fed back into the ongoing assessment of interaction quality and compliance.

Adding customer feedback to your quality program can be transformative. When your customer's view becomes an integral part of your quality program, analyzing customer service, compliance, and communication channels now reveals the situation across the board. It can also highlight flaws in your processes, such as when the agent did everything required of them, but the customer still wasn't happy. Integrating the customer's perspective into your quality assurance program may even prove vital if your organization is to survive and thrive in a world where competitive pressures grow greater by the day and business is transforming at an ever-increasing rate.

¹Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter ScoreSM and Net Promoter SystemSM are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

Make Customers Part of Your Team

Poor customer service can seriously damage your business. A recent study shows that 65 percent of consumers under 45 have moved to a competitor after receiving a poor customer experience. Automating the integration of post-interaction feedback data directly into your quality management scorecards provides a more complete view of your customers' experience that can help combat this trend.

Outstanding customer experience, tailored to your customers' needs, is the best form of marketing. By adding customer feedback to existing agent and chatbot scorecards, you can incorporate the customer's perception of quality. This can mean a competitive advantage for your business, as many organizations still haven't adopted this approach.



[Learn more](#)



Make Quality Magic Happen

With automation technologies making it possible to review up to 100 percent of calls and interactions from other channels and modalities — and the addition of customer feedback — new opportunities emerge. Now it is possible to manage and gain much deeper insights into every aspect of customer service quality. Now your understanding of quality and performance is not only more complete, but you also have the insights needed to take preventive and corrective actions to:

- Improve performance in human-assisted channels.
- Correct issues in digital and automated channels such as chatbots.
- Adjust processes that are causing procedural breakdowns and quality issues.

With that in place, magic can happen. You can monitor live interactions for subject area, customer sentiment, signs that the conversation is taking a downward turn, and more. Employees can be coached and assisted in real time, provided with knowledge articles, procedural

tips, or behavioral advice designed to help keep customers happy and positive, avoid quality and compliance pitfalls, and better ensure that every interaction concludes successfully.

And isn't a proactive approach that identifies and anticipates potential problems and helps to ensure they don't occur better than one that may (or may not) identify and correct those issues after-the-fact?

Watch: Real-Time Coaching: The Secret to Boosting Quality and Agent Performance



Make Every Agent Your Best Agent

Agent coaching tools that use advanced AI technologies can listen to live customer calls and automatically guide interactions toward better outcomes. They can help you identify coaching opportunities and advise agents on-screen of compliance requirements and how to display greater empathy.

In addition, desktop process analytics can help prevent non-compliant behavior from occurring by automating a range of actions and prompts, from pausing and resuming call recording during credit card transactions to pop-up process step reminders for employees.

By applying advanced AI technologies, you can:



Provide employees with AI-driven, real-time guidance based on insights from acoustic analysis (how it's being said), linguistic analysis (what's being said), and desktop activity (what's being done).



Receive and respond to critical alerts during live customer interactions while also reducing handle times and improving customer experience.



Speed up onboarding and increase employee retention by providing next best action prompts that drive positive outcomes and improve employee satisfaction.



Reduce the risk of penalties by providing agents with real-time compliance process guidance and automatically tagging interactions containing personally identifiable information (PII).



[Learn more](#)



Total Quality

Total Quality™ — the advanced, holistic approach to quality and compliance offered by Verint® — can enable you to:

- Review the performance of all channels and touchpoints — not just voice calls in the contact center, but digital and bot interactions too.
- Assess all interactions, instead of reviewing only a small percentage of calls and possibly missing quality issues, process flaws, and compliance risks.
- Incorporate the customer's view of service quality, not just adherence to internal standards.
- Drive insights that feed real-time coaching and assistance for employees and improvements in procedures and automated channels.
- Achieve proactive compliance, not just after-the-fact remedial actions that increase the risk of penalties and loss of business.

Available only from Verint—this is Total Quality.



[Learn more](#)

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