How to Capture & Analyze QA Data to Improve Contact Center Outcomes

Scorebuddy
QUALITY SCORING SYSTEM

- What is Call Center Data?
  If you want your call center to perform optimally in today's competitive market, you need to **build a solid reputation**, which means **you must provide consistent, high-quality customer service**. To know **if and how you're succeeding requires call center data and analytics**.

Essential Call Center Metrics

- The following KPIs should be at the core of your call center, setting you up for continuous improvement and success:

KPI

Average Time in Queue: This provides an accurate indication of how well agents are serving your customers and can be used for more than just calls. Average wait time is also an effective metric for live chat and social media comments. It can even be transformed into response time for emails.

Average Abandonment Rate: This represents a detriment to the call center and tells you how often a caller or live chatter gives up on connecting with your team.

Average Handle Time: This directly relates to customer satisfaction and will indicate who well your agents resolve issues.

First Contact Resolution: This is potentially the most important KPI in your call center and represents a significant element of customer satisfaction. How many calls, chats, emails, or social media messages did it take to solve the customer's concern?

Agent Absenteeism: Call center productivity can be majorly impacted by agents not being at their desks. The goal should be to identify root causes and promote positive behavior.

Agent Turnover Rate: This critical metric helps you identify agent challenges and gaps in training that can be better managed.

CSAT: Customer satisfaction is a KPI used to track how satisfied your customers are with your organization and your service. This metric can be gathered via surveys and other analytics tools.

Schedule Adherence: How well your agents adhere to their schedule as a metric of productivity and how well your agents are performing.

Contact Quality Management Score: This measures how well your agents help customers based on their skills. It measures product knowledge, technical knowledge, communication skills, and problem-solving skills.

How to Capture Relevant Call Center Data to Perform Analytics

- Below are a few of the most popular approaches for analyzing call center data:

1. Speech Analytics

2. Text Analytics

3. Cross Channel Analytics

4. Predictive Analytics

5. Performance Analytics

How Can You Improve Call Center Performance Using Quality (QA) Data?

Gap Analysis in the Call Center

Root cause analysis helps you solve problems in your call center by addressing the source of the problem. It's not about quick fixes that only work for a short period. It's about determining where and how the problem started so you can make continuous improvement.

Apply Lessons from Performance Measurement

With scorecard metrics from Scorebuddy, you have precise feedback that you can use to make changes in the call center. You can find solutions that work best to improve your QA outcomes and apply lessons that deliver the greatest return on investment.

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