AI-enabled Agent Quality Assessments Optimise Contact Centre Performance

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Quality assurance (QA) has been around for a long time, but it remains at the forefront of the battle to improve contact centre performance and customer experience.

QA typically involves using interaction recording solutions, which contact centre supervisors or a dedicated QA team use to carry out quality monitoring at the agent and team level, using the recording facility along with data about the call (e.g. call outcome) to identify coaching needs and provide examples of best practice. This means the supervisor does not have to listen in live to the call, but can choose which to listen to, considerably reducing cost.

The challenge has been that it is impossible to listen to every call, which means it's difficult to know which calls are worthy of further evaluation or whether the QA team is getting a full and accurate picture.

The supervisor may also be responsible for the initial stages of customer dispute resolution, and can find out exactly what has been said by customer and agent in order to deal with the matter accurately. In industries where recording may be a legal requirement – an increasing trend – businesses may have compliance officers to deal with disputes. Even in areas which do not require bulk recording, many companies look upon this solution as a tool to protect against litigation.

The process of quality assurance tends to look at several specific steps in an iterative cycle:

1. interaction recording
2. monitoring and scoring interactions
3. identification of issues and subsequent feedback, coaching, training and eLearning
4. reporting at an integrated level
5. identification of areas for improvement, which are then acted upon and measured.

It is the responsibility of contact centre management to identify required agent behaviours and characteristics that are most closely aligned to the operational requirements of the contact centre, which should themselves be driven by the strategic requirements of the entire organisation. The time is long since passed when agents' performance was focused on call duration or number of calls handled per hour: in fairness, this focus upon the production line method of handling interactions may have been more to do with the lack of tools available to look at metrics that impacted the customer experience. Nowadays, there is no excuse for focusing on efficiency to the detriment of quality and customer satisfaction, nor are there now many examples of contact centre operations that continue to pursue this way of working.

With some of the more sophisticated interaction recording solutions available, the supervisor can move into a more analytical role, understanding not only what has happened, but the reasons for it as well. Taking a top-level view of team performance, a supervisor may see that certain types of call have been dealt with very quickly by a specific agent. Standard management information systems may show this as a positive situation, but the use of interaction recording capabilities may find that the agent is unable to help the customers, and is simply passing the calls through to colleagues. Now the supervisor has a chance to improve the situation, rather than missing the problem altogether.

Agents can add to the value of interaction recording: by using agent-initiated tagging of calls, the front-line team can add to the store of useful information which can be acted upon by the company as a whole. For example, if customers talk about the competition and what they are offering specifically, these agent-tagged calls can be reviewed for possible action by a business's commercial team. This has the added benefit of making agents feel a key part of the overall business, however it relies upon agents being able to select the right calls for review, and remembering to do so.

There are many experienced quality managers and supervisors working in contact centres today, and most of these operations have thousands if not millions of interactions stored. However, the contact centre industry as a whole is missing out on huge opportunities to improve performance and gain insight, as the vast majority of these stored customer interactions are never used.

To counteract this problem, companies are increasingly using AI-enabled agent quality assessment to transcribe and analyse all interaction recordings, consistently and objectively.

Based on KPIs or specific content identified by the company, the QA team can search for interactions that meet certain criteria and listen to only those that have significant coaching value. This not only helps improve agent performance, but also reduces the time and cost of manual monitoring. The use of AI-enabled agent QA means that 100% of calls with 100% of agents can be monitored, meaning that it is possible to make sure that agents comply with all business rules as well as regulations.

Linking this information with metadata such as call outcomes, sales success rates and other business metrics means that the most successful behaviours and characteristics can be identified and shared across agent groups.

It's important to remember that there has to be a strategic use of quality: aligning QA to strategic goals is extremely important, as if businesses are measuring something that doesn't impact upon their strategic aims, then it's a pointless exercise that takes focus away from what's really important.

CHALLENGES TO IMPROVING QUALITY & PERFORMANCE

The greatest challenge to managing performance and quality is reported to be caused by not having sufficient time to analyse and use data, with 74% of survey respondents stating that this was a problem in some form, and 38% stating that it is a major problem for them: this is particularly the case in medium and large operations. 1 in 6 respondents also stated that staff using the QA solution did not have the necessary skills to get the most out of the solution.

This suggests a greater level of automated analysis and insight is required from quality and performance solutions, a hypothesis which may be seen to be further supported by noting that the second-greatest challenge to performance and quality is also around not having enough time: here, to carry out coaching and training, which is a particular concern to small operations.

It is positive to say that very few of our respondents believe that performance and quality is low on the priority list: just that their systems and personnel are having difficulty achieving their goals.

Figure 1: Challenges to managing performance & quality
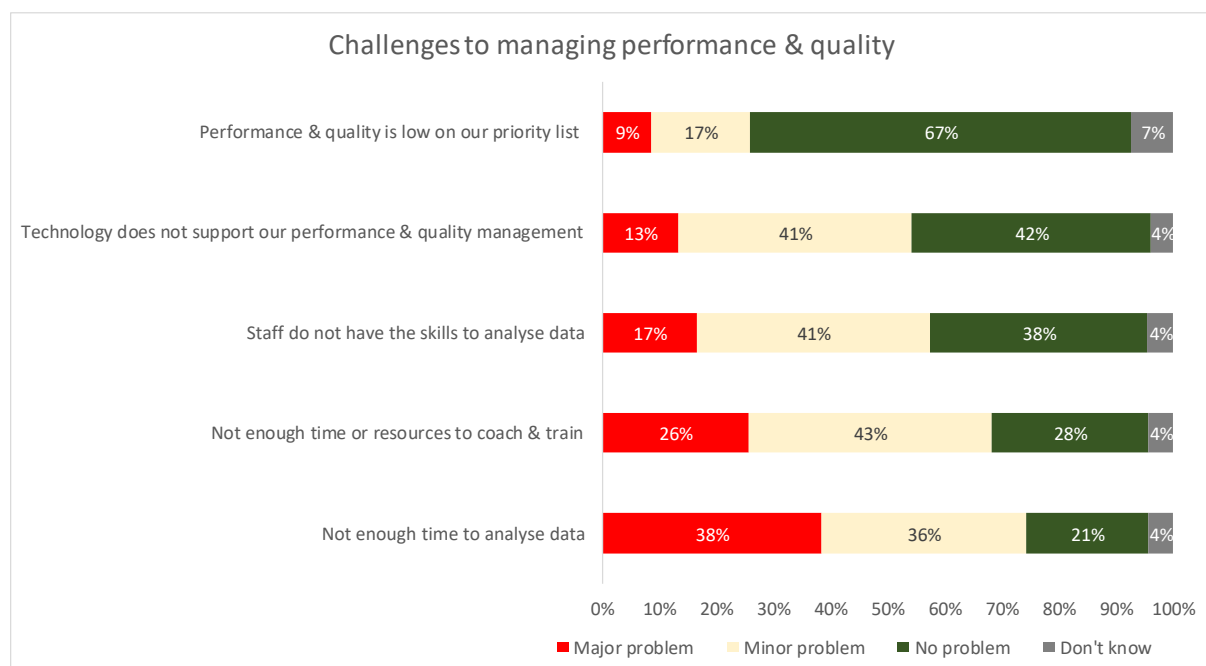
In operations which are using manual quality processes, listening to 100% of calls is clearly impossible. In fact, very few operations even listen to as many as 5% of their recorded calls, and for many businesses this figure is much lower. The majority of benefits from quality monitoring come from understanding the best and the worst calls, so as to propagate best practice and to retrain agents where needed. However, listening to a small random sample of calls is unlikely to show either the highs or the lows, so this is an opportunity missed for many operations.

The use of AI-enabled agent QA has taken off significantly, especially in larger operations. This allows the analysis of all calls, allowing supervisors and QA teams to focus upon the areas in most urgent need of attention, and to provide training and coaching to those agents in greatest need.

Respondents to recent ContactBabel surveys were asked which QA functionality they would most like to add or improve. Of the seven choices provided, three stood out as the most popular.

In order:

- providing better data management information systems and reporting

- adding and improving multichannel capabilities.

- improving the ease of use for supervisors and trainers.

The most frequently stated improvement to QA functionality is a demand for higher quality of data to feed into the management information and reporting process (and also into the supporting wider analytical processes). Many respondents also acknowledge that recording is moving out of the voice-only territory, and will need to be able to handle other channels with similarly rich functionality. AI-enabled agent QA helps this through analysing 100% of interactions, regardless of channel.

Looking at all interactions quickly identifies the outliers – both good and bad – as well as being able to provide analysis of all of an agent's activity so as to assess them more accurately. Currently, AI-enabled agent QA is a useful tool for identifying where to look, but is not a substitute for the knowledge and experience of quality management professionals and should be thought of as augmenting the QA team / supervisor, rather than replacing them.

Based on results from quality management professionals who state that they do not have sufficient time to do everything that they would like to, we would also expect future quality management tools to focus on further automating manual processes. As the next section shows, significant proportions of survey respondents indicate that outside the traditional practice of ensuring the quality of inbound calls, QA is far less effective in handling digital channels. As the relative and absolute importance of non-voice interactions will continue to grow throughout the industry, this is a challenge to which solution providers must rise.
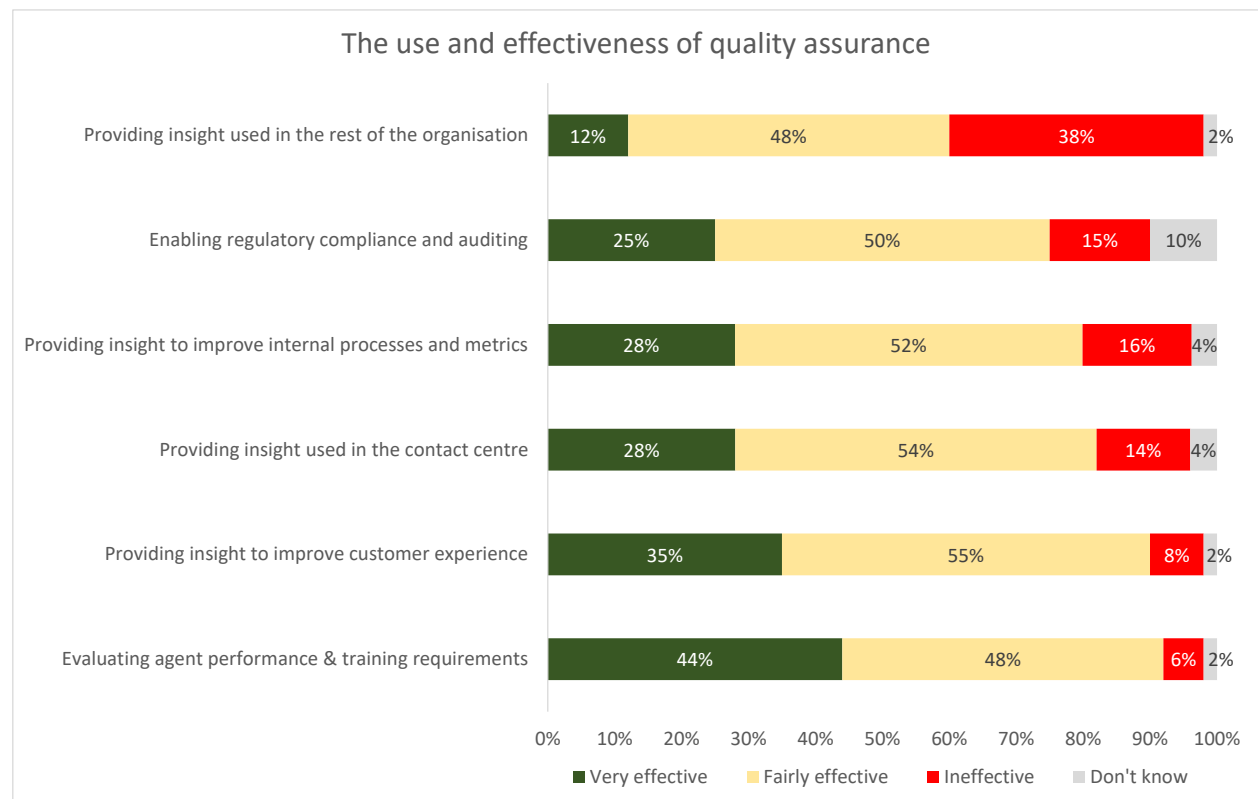
EFFECTIVENESS OF QA

When respondents were asked about how effective their QA processes are and what they are used for, it is noticeable that more of these respondents are lukewarm about the results of their QA than are actively enthusiastic: none of the options given had more respondents judging the QA process as 'very effective' rather than merely 'fairly effective' for this purpose, showing that there is still a need for improved functionality.

35% feel that QA drives customer experience improvements significantly, however, customer insight gained from the quality assurance process stands a very significant risk of not being used effectively within the wider organisation, although the feeling is that it does generally help the outcome at agent level.

As such, it seems fair to comment that QA is currently used far more effectively and widely as a tool for improving agent productivity and skills, rather than as input into strategic business improvements, but it is also fair to say it is not yet being used at its full potential even for this purpose.

Figure 2: The use and effectiveness of quality assurance

The use and effectiveness of quality assurance

| Category	Very effective	Fairly effective	Ineffective	Don't know
Providing insight used in the rest of the organisation	12%	48%	38%	2%
Enabling regulatory compliance and auditing	25%	50%	15%	10%
Providing insight to improve internal processes and metrics	28%	52%	16%	4%
Providing insight used in the contact centre	28%	54%	14%	4%
Providing insight to improve customer experience	35%	55%	8%	2%
Evaluating agent performance & training requirements	44%	48%	6%	2%

As the focus of contact centre's success moves away from the individual interaction, and more into understanding the entire customer journey, no matter how long that takes, quality management should look to do the same. Many customer interactions require more than a single interaction or channel, and to understand quality from the customer's viewpoint, all of the interactions between the customer and business should be monitored and understood, not just within the boundaries of the contact centre but also throughout the customer journey.

This is particularly the case for digital interactions.

Survey respondents were asked their opinion on how effective they felt their quality evaluation was for specific contact centre activities, including inbound and outbound activity, and digital interactions.

Figure 3: Effectiveness of quality assurance, by channel
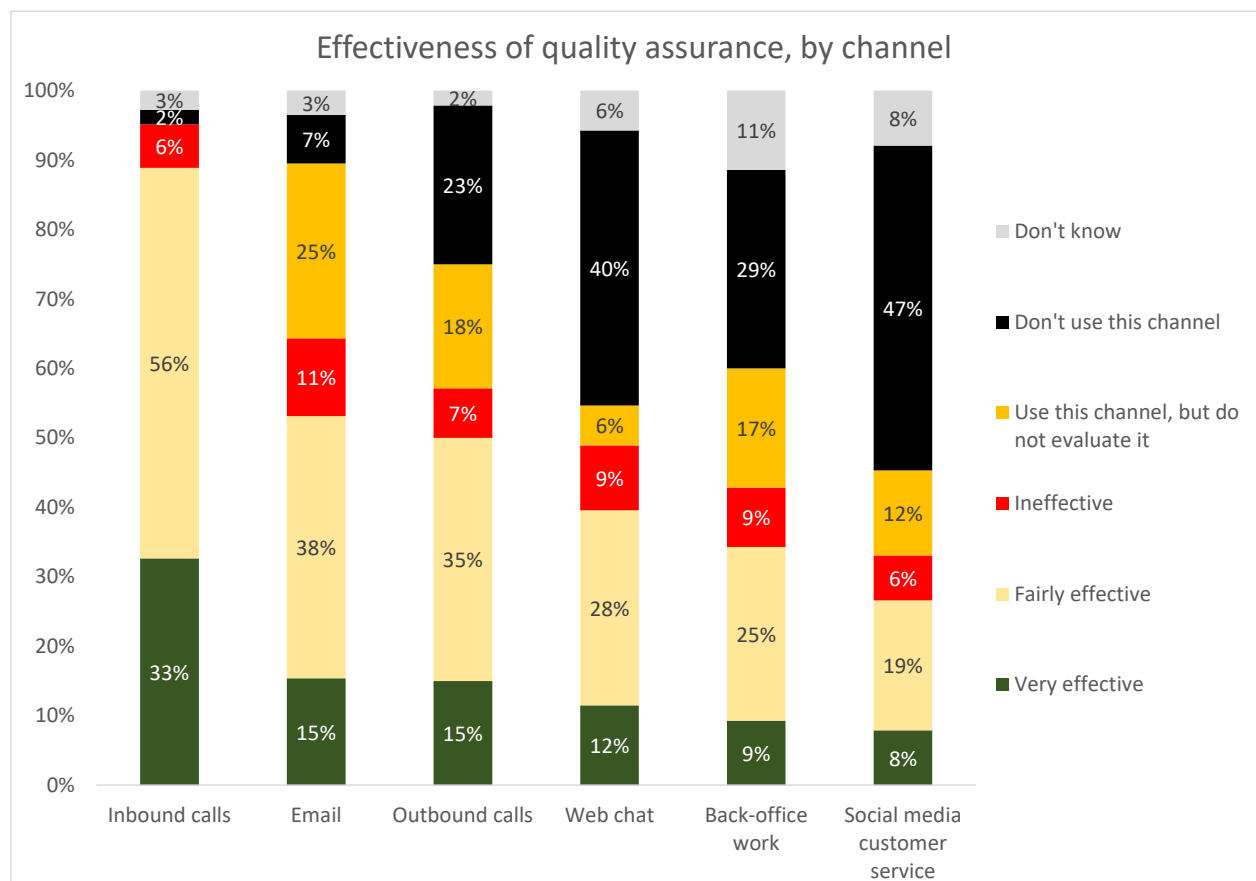
As might be expected from the activity that has been around the longest, inbound telephony was judged to have the most effective quality evaluation, although only 35% of the respondents **that carried out inbound telephony QA** stated it to be very effective. Evaluation of outbound calling was somewhat less positive, with 12% of the respondents who evaluated outbound activity feeling that it was ineffective and 26% very effective.

For back office work evaluation, as many respondents believed their QA to be ineffective as very effective, but the majority either did not have an opinion, or did not use quality evaluation for back office processes. As workforce optimisation solutions continue to evolve, and processes get tracked throughout the enterprise – not just in the contact centre – the back office will have considerably more attention drawn to it, as these findings suggest that it is ripe for improvement in many organisations.

The quality evaluation of digital channels still has a long way to go to reach the standard of telephony QA. Only 23% of respondents that evaluated email quality said that it was very effective, and 17% believed it ineffective. For a channel that has been offered to customers for well over a decade by most businesses, this is not very impressive: the newer channels of social media and web chat had similarly poor results.

Including social media, email and web chat into the QA equation is increasingly important, and while many solutions offer digital QA functionality, this is not yet used to anywhere near the same extent as it is for voice.

This lack of uptake in multichannel QA may have many reasons:

- the social media channel is often the responsibility of the marketing function within a business, whereas customer contact analytics – being focused on speech at the moment – is usually under the remit of the customer contact operation, meaning that harmonious, integrated analysis across channels is that much more difficult

- for most businesses, interaction volumes for email, chat, social media and other non-voice channels are far lower than for speech, so consequently there has been less urgency in analysing these

- there may not be a single unified view of the customers' interactions across channels, as is the case in a siloed operation

- it can be more difficult to identify customers in non-voice channels such as web chat or casual web browsing, so the depth of insight available may be that much less

- QA teams and supervisors are already overworked and adding digital channels means that time and cost will increase, or that they will spread themselves even more thinly.

Having said that, it seems quite certain that digital QA will grow in importance. Being able to optimise customer contact within each siloed channel, or being able to monitor the quality of an email or chat agent in the same way that businesses are now using analytics to improve the performance of a phone-based agent is key, particularly as over one-quarter of inbound interactions are through digital channels.
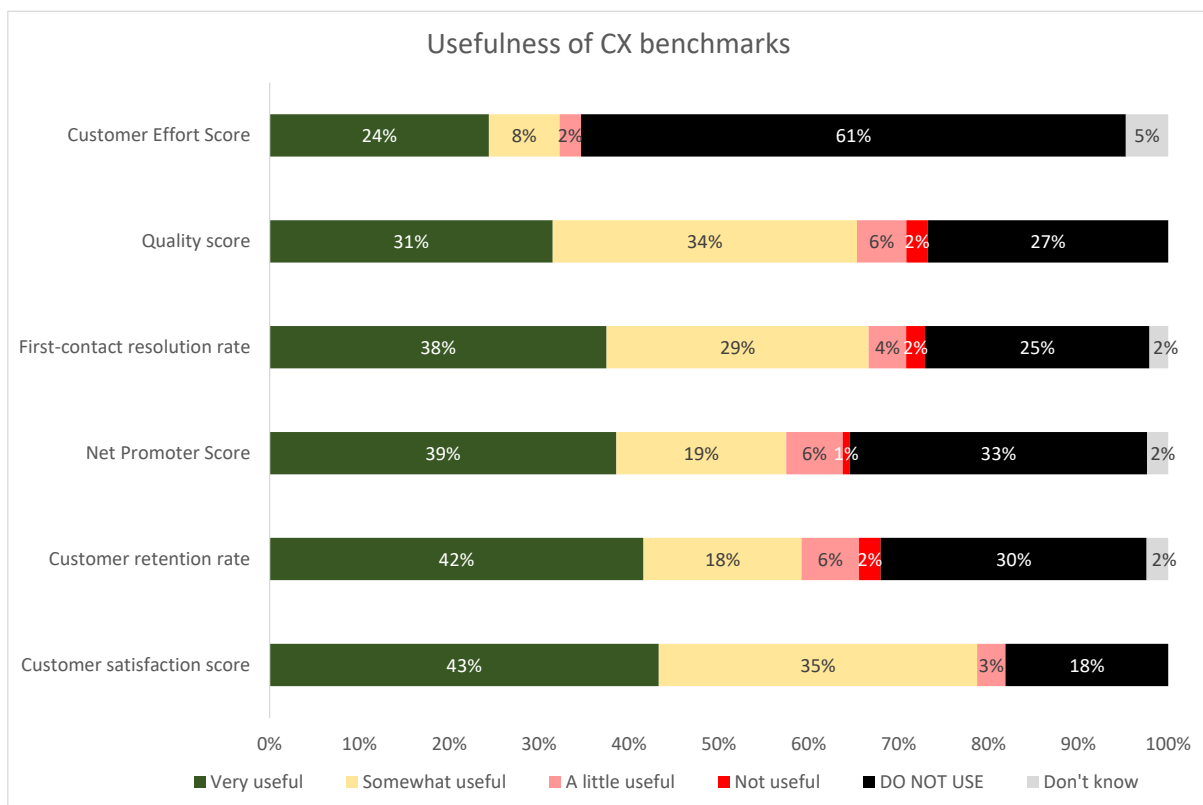
USEFULNESS AND ACTIONABILITY OF QUALITY MEASUREMENT

One of the main outputs from the QA process is the quality score, which is used for the evaluation of individuals and teams, as well as for the identification of training and coaching needs and as a signpost of customer experience.

As the following chart shows, quality scores are not viewed by the business as being quite as important as other CX benchmarks, such as CSAT and NPS, with only 42% of the survey respondents **that use quality scores** stating that it was very useful for measuring customer experience.

As the quality of an interaction is absolutely linked to the experience of the customer, this is puzzling but it may be that there is an acknowledgement within the business that many quality scores are based on very low amounts of data and are prone to bias and inconsistency.

Figure 4: Usefulness of CX benchmarks

Usefulness of CX benchmarks

Benchmark	Very useful	Somewhat useful	A little useful	Not useful	DO NOT USE	Don't know
Customer Effort Score	24%	8%	2%		61%	5%
Quality score	31%	34%	6%	2%	27%	
First-contact resolution rate	38%	29%	4%	2%	25%	2%
Net Promoter Score	39%	19%	6%	1%	33%	2%
Customer retention rate	42%	18%	6%	2%	30%	2%
Customer satisfaction score	43%	35%	3%		18%	

Looking more deeply at quality scores provided for our survey, the fact that there is no single industry-wide quality measurement score made head-to-head comparisons impossible. Instead, each set of responses was judged on whether it was above target, at target or below target.

75% of survey respondents stated that they are missing their quality targets, with only 15% outperforming.

Figure 5: Quality score – actual and target

Quality score – actual and target

- More than 10% below target 17%
- 5-10% below target 29%
- Less than 5% below target 29%
- At target 10%
- Above target 15%

While this chart shows that interaction quality is still not where it needs to be for most businesses, it should be noted that evaluating all interactions rather than just a small proportion will give a more accurate, insightful and actionable result.

When considering how customer-facing employees – including those within the contact centre – are financially rewarded based on customer experience benchmarking scores, it is clear that those with the largest contact centres are far more likely to reward their employees by some means.

Survey respondents with larger contact centres are more likely to incentivise their staff based on cross-sell and upsell rates, and customer satisfaction both with the organisation and the individual employee, with 80% of very large contact centres also rewarding employees based on interaction quality scores.

Quality scores are used to reward agents in the highest proportion of contact centres (36%). However, this is often prone to bias and inaccuracy, as only a very small proportion of interactions per agent are considered which lends itself to unfairness.

Figure 6: Are customer-facing employees financially rewarded based on any CX factors? (by contact centre size)

	Small	Medium	Large	Very large	Average
Quality score	28%	33%	41%	80%	36%
Customer satisfaction with individual employee	10%	36%	43%	80%	31%
Customer satisfaction with organisation	24%	20%	35%	60%	28%
Cross-sell / upsell rate	12%	9%	61%	40%	24%
Net Promoter Score (NPS)	5%	20%	35%	45%	20%
First-contact resolution rate	15%	5%	39%	60%	19%
Customer retention rate	12%	2%	39%	20%	15%

As the majority of contact centres have call recording in place, the raw material for accurate assessment of 100% of interactions is already available. In fact, the amount of recorded voice data available to most businesses can be overwhelming, and the use of AI-enabled agent QA solutions can prove hugely valuable in unlocking the value held within the data.

AI-enabled agent quality assessment tries to take the guesswork out of improving customer experience, agent performance and customer insight. By moving from anecdote-based decisions, from qualitative to quantitative information, some order is put on the millions of interactions that many large contact centres have in their recording systems, improving the reliability of the intelligence provided to decision-makers. The need to listen to calls is still there, but those listened to are far more likely to be the right ones.

Organisations using AI-enabled agent QA can carry out an evaluation of chosen calls – for example, unhappy customers – the results of which can then be fed back into the existing quality assurance process. These are then treated in the same way, without upheaval or any need for altering the QA process, only improving the quality and accuracy of the data used by the existing solution.

Being able to monitor 100% of interactions with 100% of agents means that it's possible to make sure that agents comply with all business rules as well as regulations. Linking this information with metadata such as call outcomes, sales success rates and other business metrics means that the most successful behaviours and characteristics can be identified and shared across agent groups.

At an individual agent level, scorecards based on all interactions rather than a small sample are much more accurate, and support better training and eLearning techniques, and have great potential to cut the cost of manually QAing calls. Analysing all interactions also means that QA professionals are made aware of any outliers – either very good or very bad customer communications – providing great opportunities for the propagation of best practice, or identifying urgent training needs respectively.

Being able to score every call through an automated AI process means that the quality assurance team is able to review specific calls that have been flagged up as being potentially important, rather than hoping that they stumble across them in a random assessment. This may include calls where specific language is used, has long pauses, or where the agent or customer raises their voice or talk across one another. The AI system can be trained to understand which calls are "normal", and which are outliers more likely to require assessment from the quality management department.

By monitoring and scoring every interaction, the opportunity exists to connect analytics, quality assurance and performance management, collecting information about, for example, first-contact resolution rates, right down to the individual agent level. Automatic evaluation of all calls means that businesses will no longer rely on anecdotal evidence, and will be able to break the call down into constituent parts, studying and optimising each element of each type of call, offering a far more scientific, evidence-based approach to improving KPIs than has previously been possible. Solution providers also believe that embedding analytics more closely into WFO is relatively culturally unchallenging (for the QA team at least), in that the operation is automating and improving something that they've done for many years.
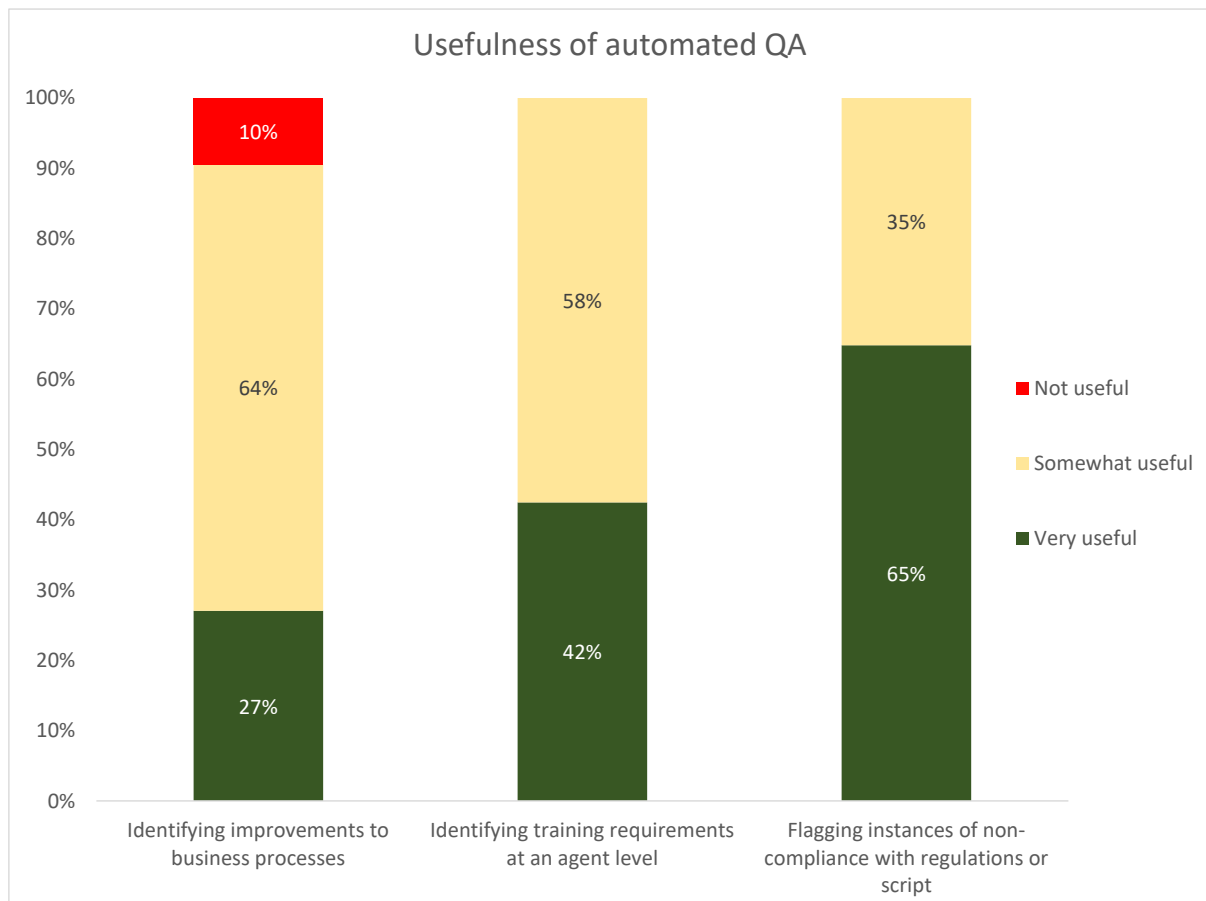
THE VALUE OF AI-ENABLED AGENT QA

AI-enabled agent QA is seen as being valuable for flagging instances of non-compliance with regulations or script, with 65% of respondents that use analytics for this purpose reporting that it is very useful.

The automated quantification of agent performance and capabilities, feeding into the training and skills upgrades required should be one of the most important outputs, and a little less than half of respondents stated that it is very useful, with the rest considering it to be somewhat useful.

27% of AI-enabled agent QA users state that it is very useful in identifying improvements to business processes. Optimising processes and gaining actionable insight that can be applied to the customer journey will become one of the most important uses of analytics, as users' sophistication increases and solutions' capabilities are explored more fully.

Figure 7: Usefulness of AI-enabled agent QA

Chart: Usefulness of automated QA

- Identifying improvements to business processes: Very useful 27%, Somewhat useful 64%, Not useful 10%
- Identifying training requirements at an agent level: Very useful 42%, Somewhat useful 58%
- Flagging instances of non-compliance with regulations or script: Very useful 65%, Somewhat useful 35%

Legend: Not useful (red), Somewhat useful (yellow), Very useful (dark green)

NATURAL LANGUAGE PROCESSING / UNDERSTANDING (NLP/NLU)

AI-enabled agent QA uses natural language processing (NLP), which is a branch of AI that enables computers to understand human language, whether spoken or written. It goes beyond speech to text processing – although of course accurate transcription is vital – and attempts to understand the actual intent of the customer. NLU is a subset of NLP which looks at the challenges of understanding human communication, such as mispronunciation, sub-optimal word order, slang and other elements which are a natural part of human speech but which can cause major problems for computers due to their unstructured and outlying nature. Sophisticated AI-enabled agent QA solutions break down sentences in an interaction to reflect their reality – e.g. identifying a positive point about the agent within a sentence which is otherwise negative about the company.

CLOUD-BASED AI-ENABLED AGENT QA

Using cloud-based AI-enabled agent QA means that companies have the benefit of constant updates of the AI engine, meaning that new functionality is rolled out regularly and easily. Those contact centre respondents who have actually implemented a cloud-based solution report that it has delivered significant advantages in most cases, particularly in terms of functionality and usability.

Figure 8: Have cloud-based solutions made any difference to your contact centre?

Have cloud-based solutions made any difference to your contact centre?

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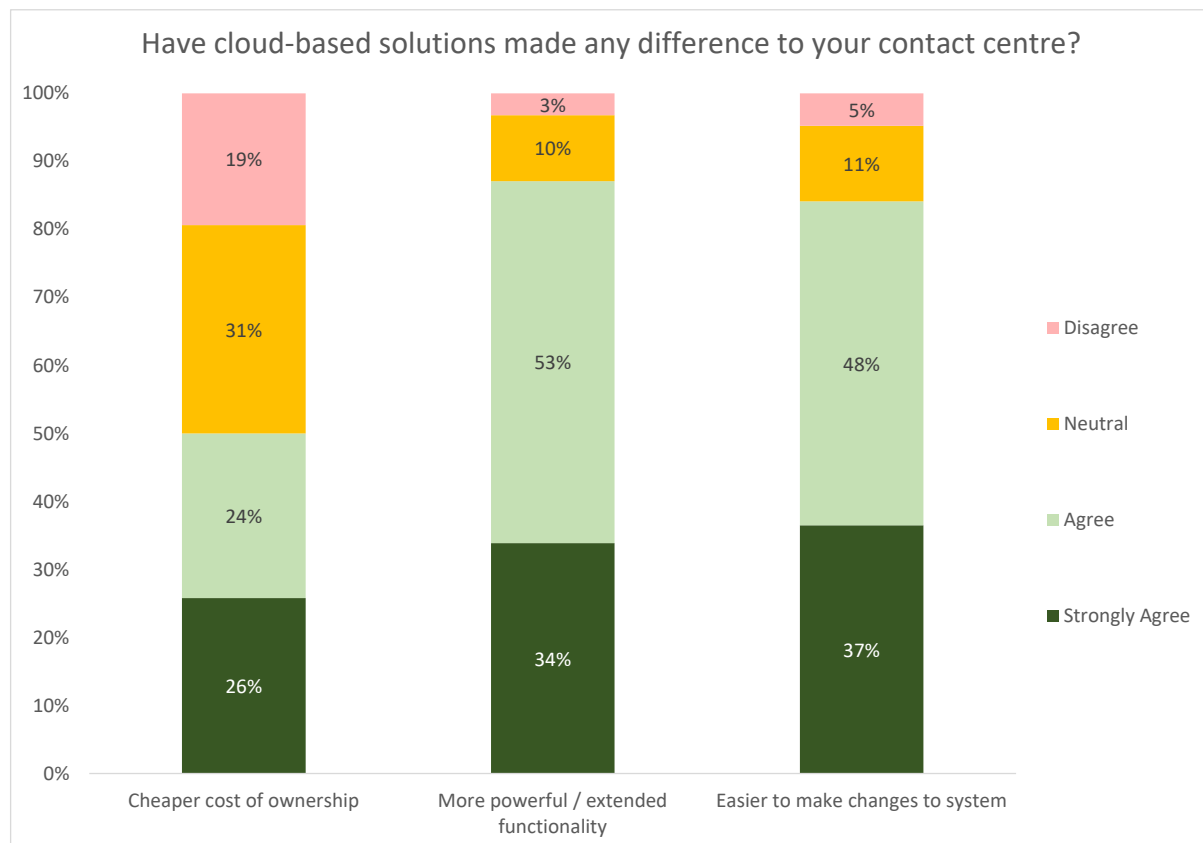
SENTIMENT ANALYSIS

AI-enabled agent QA solutions can benefit from sentiment analysis functionality, which can understand the nuances and deeper levels of human communication. Sentiment analysis far beyond simply looking for relevant keywords or phrases, or other content-heavy words, taking into account all of the words being used as well as the structure, pacing, flow and tone of the conversation.

Emotion or sentiment displayed on calls can be extremely difficult to track accurately and meaningfully, as everyone has their own way of expressing themselves, words and feelings may not match up, or external irritations not related to the topic of conversation may intrude.

Value can come from looking at very large samples of data to identify those agents, processes and circumstances where emotion (often negative) runs highest, considering the outcome of the call as well.

AUTOMATED DIGITAL QA

AI-enabled agent QA can be applied to digital interactions between customers and agents, such as email, web chat, messaging or social media contact. Automated digital QA does not require a speech recognition engine to identify the words being used, but the general principles and opportunities are similar. Much of the data analysed is unstructured (i.e. is not found in traditional structured databases), such as emails, web chats, messages, social media, etc. The collection and processing of this data may involve evaluating the text for emotion and sentiment in the same way as is done for voice. Solutions using AI-enabled natural language processing rather than keyword spotting are far more likely to 'understand' the sense of the text and to provide actionable quality-related insights.

Industry-specific vocabularies can be used to identify and understand more of the relevant comments, and place them into the correct context. Solutions should go beyond identifying key words or phrases: the sentiment of the whole interaction should be considered (for example, "loud music" in a shop may be exciting to one customer, but irritating to another). Many comments have mixed sentiments which the solution will have to take into account.

There is an obvious potential contact centre use of AI-enabled QA in handling digital enquiries, where web chats generally take far longer than phone calls (due to agent multitasking, and typing time) and some email response rates can still be measured in days. As the cost of digital interactions is broadly similar to voice, there is considerable room for increasing efficiencies and lowering costs.

Just as with speech, automated digital QA aims to categorise comments and interactions to provide actionable insight about a discrete part of the business (e.g. a specific product or store; the online sales experience; the politeness or otherwise of the contact centre staff, etc.). The solution should be able to identify the many different ways that people refer to the same thing in order to categorise correctly and make sure that the actual importance of the issue is represented fairly and accurately. Categories can be created through the input of business experts, and should be revisited regularly to make sure they are still addressing the reality of the business.

ENHANCED QUALITY ASSURANCE

Analysing all interactions for quality creates consistency. Supervisors can be tired, inconsistent and exhibit bias towards issues and behaviours that they feel particularly strongly about. It's also the case that supervisors will judge interactions differently from each other, meaning that there has to be a calibration across the QA team – taking more time and cost – in order to agree upon a benchmark of performance and quality.

An AI-enabled agent QA approach can be run 24/7 and will never get tired or inconsistent. It applies its judgement without bias or deviation, helping the accuracy of the quality process and guiding the QA team towards the interactions that are really worthy of their attention. By analysing 100% of interactions, any outliers can be viewed in their real context and no major QA issues should ever be able to fly under the radar.

COMPLIANCE

Many businesses, especially those in finance, insurance, public sector and debt collection, have become encumbered with regulations which they must follow strictly, with potentially expensive penalties for failure including heavy fines and criminal prosecution. Contact centres have tried to reduce their risk through scripting, call monitoring and call recording, but these do not offer any guarantees or proof of compliance. AI-enabled agent QA means that 100% of interactions can be verified as compliant – and be proven to be so – preventing disputes or escalation of enquiries by monitoring the exact language used within each call.

This is true for both inbound and outbound operations: purchasing insurance, for example, may require a long script to be read by the agent and agreed to by the customer; whereas outbound debt collection agencies may have to identify themselves and the purpose of the call clearly or else be found to be in breach of regulations. In such cases, using AI-enabled agent QA to check and be able to prove that 100% of calls are compliant is a very useful piece of functionality.

Return on investment comes from the avoidance of litigation and fines, and the use of speech analytics for compliance is very prevalent, especially in North America.

IMPROVE RECRUITMENT PRACTICES

Quality management outputs can be used by the HR division in order to track the success or otherwise of recruits, and feed this back into their recruitment practices so as to attract more candidates with the skills that prove successful in the contact centre environment. The training department can see where the greatest needs for improved training courses are: for example, if a large proportion of new agents receive low scores for similar attributes or characteristics, improvements to the induction course should be considered.

IDENTIFY BROKEN PROCESSES

Having AI-enabled agent QA assess 100% of interactions means that it can quickly identify large groups of dissatisfied customers that may be complaining about the same thing, providing actionable insight to the business within minutes or hours, rather than days.

The solution can be coded to extract data on specific topics, such as the reasons for self-service failure or issues with a certain product or service, in order to identify and priorities areas for business improvement.

IDENTIFICATION OF INDIVIDUAL TRAINING NEEDS

Apart from 100% monitoring of calls, AI-enabled agent QA can be used to flag cases of talk-over, as well as silence detection. The former can be a source of irritation to the customer, or an indicator of stress, and long silences can indicate lack of agent knowledge, although long system navigation times or delays in system response times can also cause this.

Additionally, AI-enabled agent QA will also make the training and coaching received by new agents in particular far more effective and targeted, which is especially important for these agents, as many operations report that half of their staff turnover occurs in the first 90 days of the job when agents are less skilled or confident about their role or the organisation.

AI-enabled agent QA can identify the types of behaviour – good and bad – that lead to successful call resolution or otherwise, and these can be presented in a targeted way to the new agent to fast-track them to a level of competency that should reduce attrition and improve quality. Such information can be used to focus eLearning and coaching experiences, particularly through an integrated WFO suite.

COMPLAINT IDENTIFICATION AND CHURN HANDLING

Being able to assess every interaction means that no customer complaint should fall by the wayside. Near-real-time analysis means that recommendations for action can be passed to customer recovery teams in a timely and actionable way, allowing them to target customers at risk of churning.

ACCURATE AGENT REWARDS

AI-enabled agent QA means that a unified approach can be taken across the business to assessing and monitoring the quality of the interaction and its effect on customer experience.

If a business only rewards agents based on traditional call performance metrics, it is merely paying lip service to good service. But if agents are rewarded based on the quality of service that they consistently provide, it will increase agent engagement and retention at the same time as improving the service it offers to customers.

However, many contact centres are still measuring and rewarding agents based upon metrics and behaviours that are not aligned with the more modern customer-centric outlook. Quality scoring tools and processes must be flexible enough to encourage and reward the agent characteristics and skills that support the overall organisation's aims, rather than seeing the contact centre existing in a vacuum where productivity is all that counts. The scoring criteria should be re-evaluated on a regular basis, and AI-enabled agent QA will go a long way to making sure that scores are fair and consistent across the contact centre.

THE RETURN ON INVESTMENT FOR AI-ENABLED AGENT QA

There are numerous elements to consider when looking at the potential return on investment for AI-enabled agent QA implementation, including:

Cost reduction:

- Avoidance of fines and damages for non-compliance: large banks will have funds put away running into the tens of millions of dollars each year against the possibility of paying out, and any significant reduction in fines would pay for an AI-enabled agent QA solution very quickly. Having the ability to prove that no regulations had been broken is of great use

- There is a possible reduction in headcount from automation of call monitoring and compliance checking, although it is generally seen that AI-enabled agent QA is about guiding and augmenting supervisors and QA teams, rather than replacing them

- AI-enabled agent QA can identify improvement possibilities for agents, meaning a resultant reduction in cost of unnecessary callbacks after improving first-call resolution rates and a lower cost per call through shortened handle times and fewer transfers

- Lower new staff attrition rates and recruitment costs through early identification of specific training requirements

- Identifying and fixing non-optimised business processes (e.g. a confusing website or a high number of callers ringing about delivery), avoiding calls and improving revenue.

Revenue increase:

- Increase in sales conversion rates and values based on dissemination of best practice across agents, monitored by script compliance

- Increase in promise-to-pay ratios (debt collection)

- Reduce customer churn through automated flagging of at-risk customers who have complained.

AI-ENABLED AGENT QA: SUMMARY

In summary, AI-enabled agent QA gives businesses a chance to learn and benefit from all of the data that most of them are holding in their interaction recording systems in any case. It offers the chance to learn from every single customer interaction, something which no human QA professional could ever do, no matter how effective they were. For most businesses, fewer than 5% of interactions are used in the QA process, which means missing out on the actionable insights contained in more than 95% of their stored data.

AI-enabled agent QA supports the quality team's strengths – knowledge, expertise and insight – while minimising their weaknesses of fatigue, inconsistency and potential bias. Through acting as a hyper-efficient QA team member, the solution can add real value to the business, whether through compliance, agent improvements or business process optimisation.

ABOUT CONTACTBABEL

ContactBabel is the customer contact industry expert. If you have a question about how the industry works, or where it's heading, the chances are we have the answer.

The coverage provided by our massive and ongoing primary research projects is matched by our experience analysing the contact centre industry. We understand how technology, people and process best fit together, and how they will work collectively in the future.

We help solution providers of all sizes to develop their contact centre strategies and talk to the right prospects. We have shown the UK government how the global contact centre industry will develop and change. We help contact centres compare themselves to their closest competitors so they can understand what they are doing well and what needs to improve.

If you have a question about your company's place in the customer contact industry, we can help you.

Email: info@contactbabel.com

Website: www.contactbabel.com

FURTHER CONTACTBABEL REPORTS

The US & UK Contact Centre Decision-Makers' Guides: results of the largest annual surveys of US & UK contact centre operations. Free to download.

The US & UK Customer Experience Decision-Makers' Guides: CX performance, technology, investment and strategy, based on over hundreds of surveys with US organisations and thousands of consumers. Free to download.

The Inner Circle Guides: detailed analyst reports on key technologies, including:

- AI, Chatbots & Machine Learning
- Cloud-based Contact Centres
- Customer Engagement & Personalisation
- Customer Interaction Analytics
- First-Contact Resolution
- Fraud Reduction and PCI DSS Compliance
- Omnichannel
- Outbound & Call Blending
- Remote Working
- Self-Service
- Video & Next-Generation Customer Contact
- Voice of the Customer
- Workforce Optimisation.

All research listed above is are free to download from www.contactbabel.com.

Enghouse Interactive is the world's most reliable contact centre technology provider. Our global brand is built on our track-record of consistently honouring our commitments – to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of Enghouse Systems Limited (TSX:ENGH), is a leading global provider of contact centre software and service solutions that deliver enhanced customer service and transform the contact centre from a cost centre into a powerful growth engine. Our practices and solutions enable businesses to leverage meaningful daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value and profitability.

Our comprehensive portfolio of interaction management solutions spans omni-channel contact centres, computer telephony integration (CTI), self-service, knowledge management, operator consoles, call recording and quality monitoring, media voice services, outbound diallers and real-time video collaboration.

Supporting over 10,000 customers, in 120+ countries, Enghouse Interactive works within any local regulatory environment and supports any telephony technology, whether deployed on premise or in the cloud, ensuring that our customers can be reached by their customers – anytime, anywhere and via any channel.

Contact Details

w: enghouseinteractive.com.au

e: helloAPAC@enghouse.com