1.

Are you confident your internal quality assurance results are unbiased?

The most common complaint from those receiving feedback through the QA process is that it has been influenced by a personal relationship between the evaluator and the person being evaluated.

Frontline managers doing QA or QA teams simply know too much about an individual and their circumstances. It is very difficult, therefore, to have a completely unbiased perspective.

If you answered NO →

HOW VEREQUEST CAN HELP…

- Leverage VQ's expert Customer Insight Specialists to provide an independent, third-party perspective to your QA efforts.

- Validate your outsourced contact center QA results.

- Have VQ conduct QA on your QA team results.

[Click here for more information](#)

2.

Are your QA results in sync with customer feedback?

Internal QA results have a tendency of skewing higher than they should creating a gap between what is being reported and reality.

Regular and rigorous calibration can help but the closer you can align the QA process with the customer, the better.

VQ Online has the unique ability to provide an additional Customer Experience Index to each evaluation which helps to balance and align the assessment with customer feedback.

If you answered NO →

HOW VEREQUEST CAN HELP…

- Maintain your QA internally but take advantage of VQ's QA Coaches to help coach your QA team and calibrate results.

- Access the VQ Online system to capture QA results and CEI results to provide a 'heads-up' before survey results are known -and/or- to gain insight into those groups of customers you can't survey directly.

[Click here for more information](#)

3.

Are agents getting sufficient feedback, in a timely manner?

If you are relying on your frontline managers to do QA, then the answer is most likely 'no'. It is difficult for frontline managers to do enough QA evaluations AND provide timely coaching.

New agents require more QA and more coaching.

Seasonally driven companies often deploy an 'all-hands-on-deck' approach to handling peak volume, temporarily abandoning QA during the most critical time of the year.

If you answered NO →

HOW VEREQUEST CAN HELP…

- Outsource all or augment your internal QA.

- Team Managers and their Agents receive automatic notifications when evaluations are available for review.

- Real-time, online reports highlight key opportunities and trends at the Program, Center, Team or Agent levels.

[Click here for more information](#)

4.

Are frontline coaches able to easily prioritize coaching effort (e.g. who and what) and find great examples to back up their coaching?

If results are not available to frontline coaches a timely manner, then it goes without saying that agents will continue to demonstrate the wrong behaviors until the correct feedback and coaching finds its way to them.

The same is true for high performing agents. Positive feedback reinforces great behavior.

If you answered NO →

HOW VEREQUEST CAN HELP…

- Real-time, online reporting has been specially designed to reflect the kind of insight frontline managers (and if you want, their team members) need for just-in-time coaching.

- Search function identifies examples in seconds.

Click here for more information

5.

Are your QA results for calls, emails and live chat consolidated on the same platform? What about results from multiple contact center sites and/or businesses?

Managing a multi-channel, multi-site contact center is challenging. That's why it is important to consolidate information and insight wherever possible.

The QA forms you likely received free-of-charge from your call recording, email management or chat system provider do not support the multi-channel and/or multi-site environment you are now working in.

If you answered NO →

HOW VEREQUEST CAN HELP…

- Calls, email and chat QA are housed on a single online portal ... across multiple locations, groups and team.

- Consolidated, online reporting helps keep tabs on systemic issues across sites/channels.

- Flexible user licensing provides easy access for all stakeholders.

Click here for more information

6.

Does QA capture other key elements of the interaction that are important for improving the customer's experience?

Is data easily exported for in-depth, offline analysis?

Other QA platforms may have the ability to capture key elements of the customer interaction -- but getting access to the data to work with it online or offline is another matter.

VQ Online has a wide range of reports for more common inquiries. And the ability for any/all authorized users to quickly download data into Excel for a quick review or import it into other, more sophisticated reporting software for extensive analysis.

If you answered NO →

HOW VEREQUEST CAN HELP…

- Export all data to Excel with a single keystroke -or- select data related to individual customer interactions with specific characteristics in seconds.

- VQ's flexible user licensing enables you to provide access to a wide range of (authorized) users where customer data may inform important decisions.

Click here for more information

Are you getting the most out of your Contact Center QA effort?
Contact Center Quality Assurance Checklist

7.

Are you able to provide access to customer interactions and insights to others in the organization without hefty licensing fees?

The contact center is a critical source of powerful information and insight into the customer's experience.

Training, Marketing, Operations, Self-Serve Channels and other stakeholders within the organization would benefit from hearing and reading about the customer's experience with your organization first hand.

You have the information. Make it available!

If you answered NO →

HOW VEREQUEST CAN HELP…

✔ Access calls, emails and chat interactions from a centralized, secure portal.

✔ VQ Online's unique licensing arrangement provides an unlimited number of users with no-charge access.

Click here for more information

If you would like to see how VereQuest's Quality Assurance works in YOUR environment,

ask about our FREE QA ASSESSMENT today.

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