

Call Performance Program

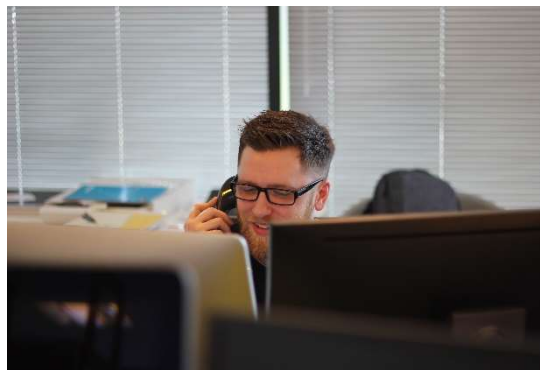
Presented by: AboutFace Consulting Corporation

The Objective



The objective of a Call Performance Program is to improve the performance of representatives by using mystery shopping to reinforce best practices and accountability.

The Solution



To obtain and thoroughly listen to recorded client calls while identifying and notating specific behaviors, sentiments and milestones throughout the interaction. Quality Specialists to grade representative's proficiency in soft skills and accuracy.

The Program



- Quality Specialists listened to actual client calls
- During the call, the Quality Specialists took note of the following behaviors and scored them appropriately on a pre-determined scorecard designed and approved by the client:
- All departments receive the same number of audits each month.

Call Grading Results

- Representative scores increased in every calendar year since program inception in 2014
- Professionalism has seen an 11% increase, which contributes to the customer feeling like their call is important to the company
- In the end, 97% of all customers were able to end their phone call with a positive sentiment
- By outsourcing this task, the client was able to devote more time coaching team members and helping them achieve an increase each year

