

Part Four: Elevating Quality and Performance

The subjects of quality and performance have been reassessed with every passing management movement. Using the best ideas of each, contact centers have made dramatic progress in improving their effectiveness and value. Leading centers are characterized by high agent skill levels, an incessant focus on customer experience, and organization-wide contributions to better products and services.

Chapter 12: Establishing the Right Objectives and Metrics

“Not everything that can be counted counts, and not everything that counts can be counted.”