

Assessment Center for the role of Meta CO QA Trilingüe


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Case study – The strategy

DMAIC

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- **Define** the problem: identify the problems, concerns or complains we are dealing with
 - **Measure**: observe and quantify said metric over time
 - **Analyse**: apply statistical methods and tools to identify the main elements affecting the performance
 - **Improve**: perform a root cause analysis to narrow down the main issues and how to solve them
 - **Control**: set up a plan to Monitor and Respond to future fluctuations of the target metric in order to maintain the desired level

Defining and measuring the problem

Problem

For the last four months the account has been under the goals for both C-Sat and QA Score

And by how much?

KPI	Target	February	March	April	May
C-SAT	85%	77.80%	76.70%	77.03%	75.06%
QA Score	80%	73.72%	79.06%	75.64%	77.26%

Figure: Time series of the main KPIs over the last four months

Analysis of the most affected agents

February

Agent	C-Sat	Quartile	Surveys
Jhonatan Rodriguez	77.00	Q3	23
Angelica Santos	76.00	Q4	12
Andrés González	72.0	Q4	18
Juan Gomez	71.0	Q4	1

March

Agent	C-Sat	Quartile	Surveys
Joaquin Hernandez	76.0	Q3	75
Jhonatan Rodriguez	73.0	Q4	23
Angelica Santos	72.0	Q4	12
Juan gomez	70.0	Q4	5

Table: Quartiles in February (above) and March (below).

Analysis of the most affected agents

April

Agent	C-Sat	Quartile	Surveys
Andrés González	75.0	Q3	18
Jhonatan Rodriguez	70.00	Q4	44
Angelica Santos	69.00	Q4	16
Juan Gomez	65.0	Q4	3

May

Agent	C-Sat	Quartile	Surveys
Andrés González	75.0	Q4	13
Angelica Santos	70.0	Q4	17
Jhonatan Rodriguez	68.0	Q4	30
Juan gomez	68.0	Q4	9

Table: Quartiles in April (above) and May (below).

Identifying the root causes

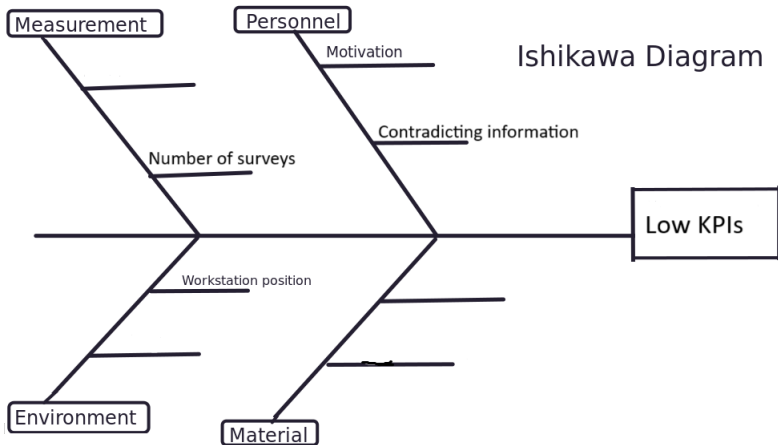


Figure: The Ishikawa diagram for this particular problem.

Improvement: possible solutions

Based on the Ishikawa diagram, we came up with some ideas for improvement:

- Regular meetings between the QA team and the supervisors in order to align their views and behaviours in regards to the updates;
- Increase the frequency of coaching sessions between the QA team and the agents that present the lowest scores;
- Change workstation positions to ensure that agents with better metrics help those with the lowest ones;
- Increase the number of surveys of those agents to improve the statistic's significance

Setting up control mechanisms

Once we fix the problem and reach the goal for our KPIs we ought to maintain it at a safe level

Communication

Keep communication clear and frequent between the QAs and the supervisors, aiming to maintain the alignment and consistency

Monitor & Respond

Setting up a metric, such as *C-Sat trend*, can provide us information from month to month regarding the overall variation in C-sat score and the need to take action

- **By keeping a clear and assertive communication we ensure that our agents will no longer be confused when applying the policy to their decisions**
- **Moreover, monitoring the new index, we can detect the slightest downward movement and quickly respond by applying the proposed solutions in time**

Thank you very much for
your time!