

Frost & Sullivan Executive MindXchange

Analytics to Drive Continuous Quality Improvement

Summary of Interactive Session

Synergy Solutions was delighted to host an extremely informative interactive breakout session at Frost & Sullivan's 6th Annual Customer Contact East sunny in Marco Island, FL. We hope this was the first of many.

First, we would like to thank everyone who participated. It was your willingness to share your experiences and insights that made the session such a success. Based on feedback received, we are happy to report that many attendees left the session with ideas they have already implemented in their companies.

Our interactive discussions focused on driving the use of analytics in the contact center to enable continuous quality improvement. We used a Six Sigma approach and focused on Systems, Processes and People to define barriers and best practices.

Based on industry research, fully 50% of our collective quality concerns stem from the systems and technology we utilize; 30% can be traced to processes; and only 20% are attributable to people. To that end, our discussion's principal focus was process.

Our three topic tables tackled six tough questions. Discussions focused on systems used to capture data, best practices for benchmarking and methods for driving improvement through all levels of an organization. We looked at our solutions through the lens of both blended and dedicated contact centers and from the perspective of call centers and multi-channel interactive contact centers.

Synergy Solutions was privileged to host a collective of thought leaders and customer experience experts from all industries. Our interactive discussions yielded considerable insights. Perhaps the most powerful insight we shared: *Executing on your plan is the real game changer.*

Creating a plan in many ways is the easy part of sustaining continuous improvement. Finding ways to earn top down and bottom up engagement throughout your organization and relentlessly executing on your plan can make the difference that will shape your success, delight your customers and differentiate you from your competitors. Most companies are great at making plans, but only through flawless execution will they achieve excellence. Here's hoping your participation in our session brought you one step closer!

Warmest Regards!

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Lynne Jacoby is Synergy's
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*As a 15-year veteran of the
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Six Questions

How do you gather data about quality in your organization?

Our experts agreed that live monitoring, call auditing, customer satisfaction surveys and voice/screen analytics are all effective tools for gathering quality information. Unfortunately, with so much monitoring and measuring, it is often difficult to maintain agent engagement and buy-in. The participants agreed that allowing agents to select some of their own interactions for audit is an excellent method for improving engagement.

What do you believe are the three most important metrics in your contact center?

Everyone was asked to agree on the top three, and unbelievably, there was a great deal of consensus!

1. Resolution Rate
2. Retention Rate
3. Customer Satisfaction

Close runners up:

1. Cost per resolution
2. Net promoter

How can benchmarking be used to improve quality?

Benchmarking is an important tool that, when used correctly, can provide insight about your customers and competitors. There are many reliable benchmarking organizations that collect and aggregate information across the industry. More important perhaps is the ability to set goals for your team that create relevance and leave room for excellence. Set goals that establish balance in your organization using benchmarking and internal performance indicators/goals.

What are the challenges of driving quality in a blended contact center?

Consistency can be a challenge when agents are used to support different programs with different, program-specific goals. Our experts agreed that creating an attribute-driven quality program that focuses on some general principles that define quality can be very effective in creating consistency where there may be none organically.

What is the difference between data and analytics?

Data is comprised of alphanumeric characters. Analytics is about adding context to transform these alphanumeric characters into information about your company. Understanding that data is continuous and interrelated is integral. Data can drive performance – analytics will drive excellence.



Does your quality program change as you begin measuring quality across different channels?

The team agreed that while the tools and systems for measurement may change, the overall measurement and definition of quality should not change in a multi-channel interactive contact center.

Food for Thought

*How will you use the **Voice of the Customer**, the **Voice of the Business** and the **Voice of the Employee** to drive quality in your organization?*

Moments of Truth



- *Inspect what you expect*
- *The most important metrics are the most difficult to measure*
- *If you don't measure it, you cannot manage it*
- *If you don't need to manage it, don't use resources measuring it*
- *Just because you can measure something does not mean you should*
- *Never react to one data point*
- *Communicate results – incremental wins add up*

About Six Sigma

Six Sigma is a disciplined, data-driven problem solving approach that measures the quality and stability of a company's products and services. It is comprised of a set of management tools, methodologies, and strategies designed to maximize customer satisfaction, productivity, and shareholder value. Synergy's success in program management

relies upon Six Sigma's DMAIC approach as the foundation for all continuous improvement activity.

DMAIC

Define project goals; Measure the process performance; Analyze the root cause of defects; Improve the process by eliminating defects; Control future process performance.

This strategy is customized for Synergy's customer management business, which requires rapid implementation of improvement processes to quickly achieve measurable, sustainable results. Six Sigma certified practitioners achieve levels of mastery denoted by White Belt, Yellow Belt, Green Belt, Black Belt and Master Black Belt.

About Synergy Solutions

Synergy Solutions is a premier provider of outsourced service solutions for a variety of industries including financial services, insurance and healthcare. Headquartered in Scottsdale, Arizona, Synergy specializes in "high-end, high-touch" programs where the customer experience is essential to the success of every call. Synergy is committed to

providing our clients with service solutions that increase sales, decrease attrition and enhance customer loyalty. By implementing innovative strategies to foster intelligent, productive and supportive customer interaction, Synergy Solutions is able to delight customers and offer true multi-dimensional customer contact solutions.



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