

# Call-Shadow/Analyzer

*A unique agent evaluation and coaching system that is integrated with the voice recorder to provide contact centres with value for money and easy to use quality monitoring*

Call-Shadow/Analyzer

Shadow Technology

# Why Quality Monitoring?

## Business Issues

Contact centres strive to build a highly competent agent workforce that can build customer loyalty, deliver an excellent customer experience that reinforces the brand values, minimise repeat calls, maximise 'sales through service' and optimise call length.

With employees representing about 60% of the total contact centre costs, the need to manage agent performance effectively cannot be ignored.

Performance management has to be seen as a key business process that requires objective and consistent measurement, inspirational feedback and skills coaching.

It is essential that quality monitoring and coaching represents value for money and is easy to implement, and manage everyday.

## Business Problems

Many contact centres record calls for regulatory or compliance reasons. By integrating the recorder with a quality evaluation system, a full quality monitoring system is created.

In mid-size contact centres both cost and ease of use are very important. If the quality monitoring programme is to deliver the long term benefits, the system must be a supportive enabling tool and not a barrier. Many systems are too complicated and therefore do not get used fully.

Three key challenges in contact centres are:

- ◆ Calls need to be evaluated objectively and consistently so that that performance measurement is credible in the eyes of all the stakeholders i.e. agents, team leaders and managers, and comparisons are meaningful between agents and teams
- ◆ Team leaders need to give motivational feedback that will encourage agents to strive for further improvement
- ◆ Team leaders and managers being able to analyse performance in a practical way so that training needs can be identified at agent, team and contact centre level, and goals can be set

*Call-Shadow/Analyzer* has been developed to enable the contact centre achieve these objectives

*Call-Shadow/Analyzer* is easy to use, represents excellent value for money and enables team leaders to deliver impactful coaching.

## Excellence Standards (evaluation templates)

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An excellence standard presents a clear vision of the ultimate customer experience. A well written excellence standard should eliminate ambiguity, thus fostering consistent, objective evaluation. Furthermore, by defining excellence at granular level, improvement opportunities can be pinpointed and acted upon.

*Call-Shadow/Analyzer* facilitates the set up of multiple excellence standards to reflect all aspects of the Customer Experience. Standards can be developed to recognise the varied roles of different departments e.g. sales and customer services.

In addition to call handling standards, *Call-Shadow/Analyzer* can hold excellence standards for every customer touchpoint, from telephone calls to emails, the same process of defining excellence at granular level is applicable.

## Call and Email Evaluation

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*Call-Shadow/Analyzer* facilitates simultaneous playback and evaluation of calls. A unique feature of *Call-Shadow/Analyzer* is the ability to justify each evaluation with both written comments and audio clips. This simple to use function is invaluable in reinforcing evaluation and generating advisor understanding of areas for improvement. *Call-Shadow/Analyzer* can also be used to evaluate emails using an Email Handling Standard.

## Reports

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*Call-Shadow/Analyzer* is set up to exactly reflect the structure of contact centres, divisions, teams, campaigns and shifts that exist within a business. By exactly mirroring the organizational structure, *Call-Shadow/Analyzer* is able to supplement individual reporting with analysis of any group within a business. Group reports over time help to identify training needs and prioritises actions according to the greatest needs.

Included is a powerful 'evaluator habits' benchmarking reporting system which compares the way different team leaders evaluate calls and identifies which questions need to be corrected (leveled) with further training.

## Coaching Reviews

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*Call-Shadow/Analyzer* includes a coaching module to capture the coaching reviews. This includes summary of discussion and agreed objectives with target dates. The coaching form can be printed in the form of a contract which both the team leader and advisor sign.

The coaching module provides management with the means to track coaching activities and ensure that advisors benefit from regular coaching based on the evaluated calls.

# Set up

## Organisation Structure

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Set up the organisation scope to reflect the natural reporting structure. There are no restrictions on the number of levels and span. Unlimited number of structures can be set up.

## Users

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These are defined as any person who has access to the system. Their role is defined by the Scope & Permissions Matrix. Users can be assigned to different elements within *Call-Shadow/Analyzer*. For example, they could be a learner, assessor, author etc.

## Security

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Every user is assigned a password. Their access is limited to that which has been set up within the Scope and Permissions matrix.

## Selecting a Call to Evaluate

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Team leader selects the selection criteria e.g. date range, call length etc. Based on these rules, Analyzer randomly selects a call and presents it for evaluation. Specific calls can also be selected for evaluation.

## Evaluation Templates (call handling standards)

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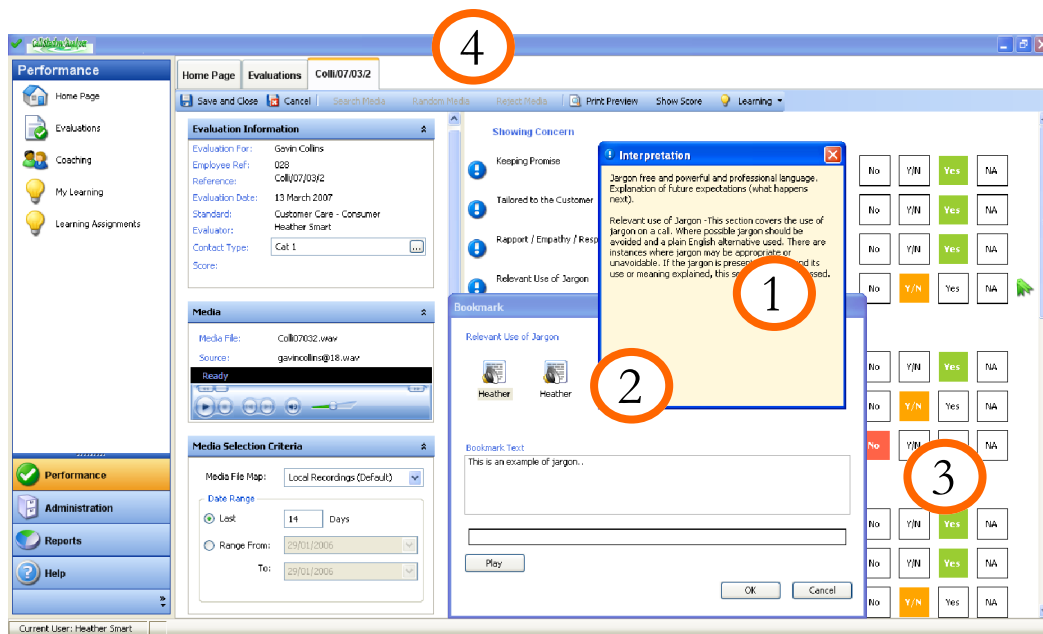
Assessment templates are created (unlimited number) to define different functions or standards. For example, call evaluation standards, correspondence evaluation standards, coaching standards, weapons training standards, victim handling standards, selling standards, telephone survey, etc. Users can be assessed against multiple standards. The template allows for weightings and different scoring modes. Each element of a template includes 'interpretation notes'.

## Scope and Permissions for Users

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*Call-Shadow/Analyzer* empowers you to assign each user to different groups which are set up and given certain permissions. A group is given certain permissions e.g. read, change, create, delete etc, for each function of *Call-Shadow/Analyzer* e.g. evaluation, coaching, learning, authoring, publishing etc. The flexibility this provides enables you to customise more precisely in line with your current and future requirements.

## Call-Shadow/Analyzer



1 Evaluation criteria (standards)

3 Evaluation scoring method

2 Audio Bookmarks (indicates evidence)

4 Randomly select call



# Evaluation

## Evaluated Calls

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Once the call has been evaluated it is saved on a shared drive linked to the evaluation data. The call plus data can be reviewed from any PC which has *Call-Shadow/Analyzer* installed.

## Evaluating a Call

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To evaluate a call, the appropriate template (standard) is selected and this is used to assess the performance level accordingly. The scoring method can be the Yes/No option or the sliding scale.

## Using Media Bookmarks

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Audio 'bookmarks' can be added to each of the elements of the template (standard). The 'bookmarks' can be text only or a combination of text plus 'audio bookmark'. These consist of one or more 'slices' or starting points within the media. Bookmarks are used to enhance the feedback by enabling the agent to hear the evidence which the evaluator used to support the scoring decision for a given question (element)

## Printing Evaluation Forms

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Completed evaluations can be printed for distribution and can include/exclude the 'bookmark' comments. The printed form can be used to support an externally awarded qualification.

## Coaching

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The coach reviews the evaluated media and both parties agree the observations and improvement objectives. A copy can be printed for both to sign as a commitment to each other. Previous coaching sessions are listed for review and also to track coaching activities.

## Reports

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A suite of over 20 reports is available to provide an insight into the performance of an individual, team or any other specified level. The reports include league tables, drill down analysis and trend analysis. Included are reports to compare the way different evaluators score and to identify what needs to be corrected.

## Contact Segmentation

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Evaluated contacts can be segmented into different groups and analyse performance based on different contact types e.g. customer type, first call/second call, product type, etc.

## Professional Services

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Both online and in-company training and consultancy is available to help you get the most value out of *Call-Shadow/Analyzer*. Cost effective online consulting services (hourly charge) are available in developing the templates, evaluation skills training and training in giving positive feedback.



# System Requirements

Minimum Requirements	
Processor	Pentium 233 MHz or faster
Operating System	You must have one of the following operating systems with <a href="#">Microsoft Internet Explorer 5.01</a> or later installed on your computer: Microsoft Windows NT 4.0 SP6 Microsoft Windows 98 Second Edition Microsoft Windows Millennium Edition (Windows Me) Microsoft Windows 2000 (Professional, Server, or Advanced Server) with the latest Windows service pack and critical updates available from the <a href="#">Microsoft Security Web site</a> . Microsoft Windows XP (Home or Professional) - Recommended Microsoft Windows Server 2003 family
Memory	64 megabytes (MB) of RAM, 128 MB recommended
Hard Disk	<b>Analyzer</b> requires 50MB Microsoft .NET Framework Version 2 requires additional 150MB Windows Media Player 9 requires additional 100MB
Display	800 x 600 or higher-resolution display with 256 colours, 1024x768 recommended
Input Device	Microsoft mouse or compatible pointing device and keyboard
Software	Microsoft .NET Framework Version 2 The .NET Framework 2 allows you to run applications built using the .NET Framework 2 and is included with the <b>Analyzer</b> installation program. Alternatively this can be downloaded from <a href="#">Microsoft Windows Update</a> . Windows Media Player 9 <a href="http://www.microsoft.com/windows/windowsmedia/9series/player.aspx">http://www.microsoft.com/windows/windowsmedia/9series/player.aspx</a>
Sound card	16-bit sound card
Sound O/P device	Speakers or Headphones
Optical Drive	CD ROM for installation
Server	The database is SQL file and can be shared by all users from a network folder. Users will require read/write permission to this folder. <b>Analyzer</b> links to pre-recorded media compatible with WMP format. If access to these files is required by all users they should be stored in a shared network folder.

[For more information please contact us](#)

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