

CALL MONITORING

Transforming Your Call Center
from Good to GREAT!

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CALL MONITORING



What is Call Monitoring?

Definition: The act of listening to and recording phone conversations between customers and company employees in order to improve service, and as a record of what has been discussed and agreed.

Call monitoring: Helps a support team identify the strengths and areas of opportunity of our customer service representatives to ensure that we maintain an overall EXCELLENT customer experience. EVERY CALL, EVERY CONTACT, EVERY TIME!





CALL MONITORING METHODS

SILENT MONITORING

Silent monitoring: Real time monitoring performed by listening to customer interaction without the customer service representatives knowledge.

- Requires immediate feedback and follow-up coaching/counseling representatives.
- Measure quality assurance/quality control.





SIDE BY SIDE MONITORING

Side by side monitoring: Real time monitoring performed by sitting next to a representative.

- Great way to connect with your representatives
- Provides a floor presence
- Allows for immediate coaching and feedback

TEST CALL MONITORING

Test Call Monitoring: Performed by randomly calling into call center posing as a “customer” to observe and correct:

- Accuracy and consistency of information being provided to customers
- Tone levels
- Provides confirmation of learning
- Training opportunities



CALL CALIBRATION SESSIONS

Calibration Session: Conducted by reporting Supervisors and Quality Assurance/Quality Control Trainer to ensure CONSISTENCY between all individual monitoring's.

Calibration sessions should be conducted on a consistent basis to ensure that the trainer and reporting supervisor are disseminating the same coaching and feedback information.



PITFALLS



LACK OF CALL MONITORING

- **INCONSISTENCY WITH RESPONSES TO CUSTOMERS**
- **AFFECTS AGENTS PERFORMANCE**
- **CREATES UNNECESSARY CALLBACKS**
- **AFFECTS AGENT PRODUCTIVITY**
- **IMPACTS THE CUSTOMER EXPERIENCE**
- **IMPACTS CUSTOMER SATISFACTION SURVEY SCORES**
- **NO MONITORING=NO ACCOUNTABILITY**
- **POOR EMPLOYEE MORALE**

MONITORING GUIDING PRINCIPLES

- ✓ **SUPPORT**
- ✓ **COACH/TRAIN**
- ✓ **CALIBRATE**
- ✓ **FOLLOW-UP**
- ✓ **DOCUMENT/ACCOUNTABILITY**
- ✓ **CELEBRATE/REWARD**



5 PROFESSIONAL CORE ROLES

- **AMBASSADOR**
- **INFORMATION PROVIDER**
- **COMMUNICATOR LISTENER**
- **PROBLEM SOLVER**
- **PRODUCT/SERVICE CONSULTANT**



MOMENTS OF TRUTH

- **MOMENT OF MISERY= 79% or less**
- **MOMENT OF MEDIOCRITY= 80%-89%**
- **MOMENT OF EXCELLENCE= 90%-100%**



CALL MONITORING FORM



CUSTOMER SERVICE OBSERVATION OF INTERACTION FORM

Customer Name: _____ Address: _____
 Date of Call: _____ Time: _____ CSR: _____
 Type of Call: _____ Date of Monitoring: _____

INTRODUCTION SECTION 30% **YES NO N/A**

Identified Self and Company
(Utility Customer Service this is (state your name))

Offered Assistance
(How may I help you today?)

Attitude/Tone of Voice, Pleasant, Proper Volume
(SMILE ☺ - How you sound goes a long way)

Acknowledge Request
(Sure, I will be happy to assist you with that)

Verified Caller
(May I ask whom I am speaking with?)

Personalize/Use of Customer's Name
(Mr. /Ms. Customer)

MAIN SECTION 50% **YES NO N/A**

Obtained Personal Information
*(May I have the address or account number?)
(Did you verify personal information such as last four of SS#,
Phone numbers and verify/obtain email address?)*

Build Rapport
(Build a relationship of mutual trust or emotional connection)

Active Listening Skills/Addressed Customer/Caller Concerns
*(Acknowledge Customer's concerns, Show Empathy, Respond
Without interrupting, ask General Questions to get a response,
Provide complete accurate information (IF you were unable to address
concerns... (did you call CAM or send a Callback etc.)*

Notated Account *(Add detailed contact notes)*

Informed of Additional Products
*(e+ onLine, DigiTally, Smart Bill, Budget Billing, Auto Check Withdrawal,
Time of Use, Nights & Weekend, Speed Pay, Energy Audits, Social Service Agencies, Pre-Pay Utility etc.)*

SUMMARY SECTION 20% **YES NO N/A**

Summarized Information/Agreement
(Review what you've done for them, ask is there is anything else you can assist them with TODAY?)

Restate your Name

Offered Future Assistance

*(Advise customers we are opened from 7am – 11 pm
7 days a week, they can also visit www.tal.gov.com for more information)*

Thank the customer for calling

Call Handle Time/Followed Proper Hold Procedures

*Use R.I.G.H.T. (Request permission to hold, Indicate how long it may take,
Give 30-60 second updates, Help customer understand what you are doing &
Thank them for their patience)*

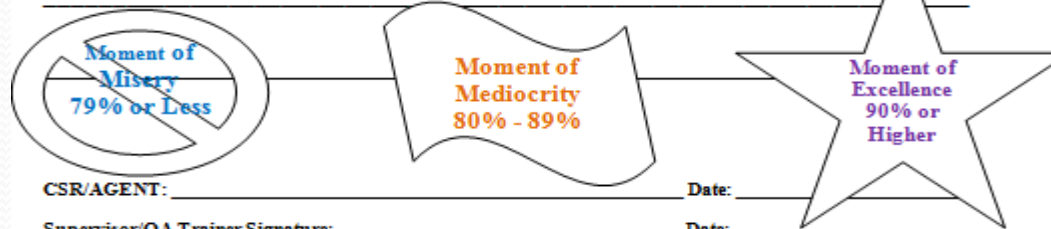
90% - 100%	= 5	Excellent
89% - 85%	= 4	Good
84% - 80%	= 3	Average
79% - 75%	= 2	Poor
74% - or Less	= 1	Unsatisfactory

Coaching/Feedback:

Continue: _____

Stop: _____

Start: _____



CSR/AGENT: _____ Date: _____

Supervisor/QA Trainer Signature: _____ Date: _____

Professional Core Roles

Ambassador
Energetic
Diligent
Professional
Pro-Active
Accept Ownership

Information Provider
Effective Communication
Convey Clearly

Communicator/Listener
Attentiveness
Empathy
Acknowledgment
Build Rapport

Problem Solver
Analyze Issues
Resolve Problems
Consistency
Accountability
Minimize Future Contacts

Product Consulting
Promote Products
Recommend Services
Soft Questions



QUALITY FIRST

EVERY CALL.....

EVERY CONTACT...

EVERY TIME!!!!!!!!!!!!!!

IT STARTS WITH YOU!

TRAINING & DEVELOPMENT RESOURCES

- SERVICE SIMS
- ROLE PLAYING
- CONSISTENT COACHING/FEEDBACK SESSIONS

GOING FROM GOOD..... TO GREAT!

- ✓ CONSISTENCY IN PROVIDING COACHING, FEEDBACK AND TRAINING ARE VITAL
- ✓ CONDUCT CONSISTENT CALIBRATION MONITORING SESSIONS
- ✓ REVIEW BUSINESS PRACTICES
- ✓ CONSISTENT DOCUMENTATION OF POOR PERFORMANCE
- ✓ REWARD GREAT PRACTICES & BEHAVIORS THAT CREATE EXCELLENT CUSTOMER EXPERIENCES AND FAVORABLE BUSINESS RESULTS.
- ✓ WHY SETTLE FOR GOOD..WHEN CALL MONITORING CAN BE GREAT

