

Call Criteria QATC Nashville 2019



Call Criteria



At QATC in Nashville, Chad Tatton, COO and Co-Founder, Call Criteria, took a few moments to discuss Call Criteria's Voice Technology with Sheri Greenhaus, Managing Partner of CrmXchange.

Please tell us a little about Call Criteria.

Call Criteria is a third-party quality control company that specializes in the contact center space. We marry technology in the form of voice analytics with human quality analytics review. Historically, our model has been in the human quality analytics side. Over the years, our clients have been increasingly interested in voice analytics. We combine voice analytics with a backend user interface. Our clients use this interface to review information we generate in order for them to improve performance of their agents through coaching.

Where do you see the state of voice analytics today?

Like a lot of technologies, it is a rapidly improving. Voice analytics from years ago is not the same as voice analytics today, and it's getting better all the time. Take for example key word spotting, which takes a phone call recording, converts it into text, and identifies key words in that text. The ability of a machine to determine what's been said has improved dramatically. As voice analytics improves, resources can be shifted more towards the technology and away from the human side to the extent that companies can concentrate more on proper coaching and have accountability for your team.

What do you do with an analytics file?

We're a little different from voice analytic vendors. For Call Criteria, voice analytics is used primarily to identify the calls out of all of recorded calls that should go through a more comprehensive human review. We identify calls that have a high level of content that would provide coaching for agents. We're scoring with humans. Over time, when we use a comprehensive score card, we learn what a lot of things sound like. If an agent is committing a violation about a disclosure, we can then teach the machine what it sounds like. We use data to train the machine to do a better job of identifying calls that would go to the human review process.

If a human is scoring, how do you eliminate human error? How are humans trained to know what to look for?

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It's much like any other job, you need to understand the content and understand what you're listening for. Every scorecard is different, and before someone can score they go through a complete training schedule. First it's classroom training, followed by side-by-side, then testing, and finally certification processes. Ongoing training is a similar process, 20% of calls scored by humans are also scored by secondary team of calibrators and the answers are matched up. If they don't meet a certain level of accuracy they go back to remediation.

Is the result of scoring to help with training. What do companies do with this information?

Using quality control, it's the company's job to ensure several items:

- Are calls are being handled correctly?
- Is the customer experience what it should be?
- Are you ensuring they're not putting themselves in harm's way from a regulatory body?
- Are agents are saying the right things to produce a sale?

As we score calls, we measure the proficiency and the results. From our backend system, our clients can easily see data such as: what is the most commonly most missed item, what agents are doing well and what agents are not. With a few clicks, clients can query "show me all the agents that failed the disclosure violation question on the scorecard". They are taken straight to those phone calls.

The job of the contact center is to take that information and change the action of the agent. Roughly 87% of coaching impact is lost if not followed up by secondary coaching. This is a staggering percentage. Companies often struggle with follow up coaching. There are a lot of tools built into our system aimed at giving our clients the resources they need to be able to change the behavior of the agents so that the objective of the phone call is at an optimum level.

What types of improvements are clients seeing?

It varies from client to client. The more engaged the clients are, the more they look at results, create coaching sessions and follow up with their agents, the more of an impact they're going to have.

Do you see companies using more outsourcing services? What is the trend?

Overall, the tolerance for outsourcing has improved. We're seeing a trend in the quality control side towards outsourcing largely due to voice analytics. On the QA human review side, the trend is also going there because of technology. Outsourcing the quality control gives an unbiased, neutral perspective and this is starting to be valued more and more.

As we wind up, any final thoughts for the CrmXchange audience?

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Companies need to find some way to marry voice analytics with human scoring. VA by itself at this point is not comprehensive enough, it doesn't have the ability to reason or to make subjective decisions like a human would. The key is to find a way to use technology to identify the calls where coaching opportunities are present. Using VA to identify calls to extract good coaching opportunities is best combination.