



**Call Criteria** believes that while speech analytics technology can help people perform many everyday tasks, using voice analytics software alone to monitor, measure and report contact center performance will only ever tell you a portion of the story between agent and customer interactions. The company uses advanced voice-to-text technologies in collaboration with the skills of reliable, precise human analysts to provide businesses with what they see as a highly accurate and dependable assessment of contact center performance at an affordable price. Call Criteria employs analytics tools for a more blended approach, realizing one without the other (automated software and human analysts) won't deliver the dependability a contact center must rely on. This in turn allows contact centers to give more immediate feedback, deliver meaningful coaching and manage their teams and centers more effectively. Their technology provides comprehensive scorecards with highly dynamic development tools allowing for customized and efficient evaluations. Their teams of analysts work closely with companies' QA management teams to ensure calibration and accuracy is constantly maintained and monitored. Helping eliminate bias often encountered with internal contact centers QA programs, Call Criteria prides themselves on being cost-effective, while offering an outstanding quality of service for their clients. Ryan Stomel, founder and CEO, answered our questions.

*While technology solutions have the capability to monitor, measure and report on contact center performance, why is adding human analysis skills critical to getting a more accurate picture?*

While there are certainly benefits to be gained from technologies such as voice-to-text transcription software, there are limitations that still clearly exist. The ability for human analysts to gauge, monitor and evaluate soft skills such as tone and courtesy, for example, still far exceeds that of the automated technology available today. Human analysts can uniquely discern between intended meaning and perceived meaning, while computer modeling and monitoring can merely present the facts. Moreover, when it comes to judgement calls, subjective analysis, and customized feedback, there is no replacement for human experience and our decision-making ability.

*How does Call Criteria provide a hybrid of human hearing and voice recognition software to deliver scalable third-party QA?*

Blending voice recognition software with human analysis brings together the best of both worlds. Through voice analytics and keyword-flagging algorithms, we're able to pinpoint the interactions most in need of a more in-depth analysis and evaluation. This allows for maximum coverage over your agent to customer interactions, while enabling our human analysts to do the difficult work of breaking down in finer detail, the pain points and weak links within a contact center. This proves to be extremely cost effective, allowing businesses to allocate those precious resources elsewhere.

*How can companies identify key agent behaviors and patterns that result in improved sales and service results?*

# Customer Contact Week 2018 Onsite Review

Whether a company is focused on compliance or conversion, or very likely both, we leverage our decades of combined experience in the contact center industry to formulate and implement monitoring strategies used to develop evaluation criteria most suitable to a specific business's unique needs. Internal comparative analysis, industry benchmarking, and aggregated data modeling are just a few ways companies today can maximize conversion opportunities and capitalize on the strengths of its processes and personnel.

*In what way does your solution help businesses keep their contact compliant with regulations?*

Through a multi-layered "checks and balances" system which relies heavily on quality assurance measures like repetitive calibration techniques and peer-to-peer accountability, Call Criteria helps businesses eliminate the detrimental agent behavior most associated with expensive compliance violations. While there is no perfect solution to human imperfections, our tenacious team of experts utilize a variety of communication channels to relay instantaneous notifications and feedback to provide an organization with quick and actionable data, ensuring it stays one step ahead of regulators, and of the competition.