



# **Your Contact Center Metrics Are Outdated**

(Here's What You Should Measure Instead)

# Welcome! Thanks for joining me! 🙌



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SVP, Customer Success, Playvox

# Let's talk...



## Digital Movement

How did we get here (and what is really happening?)



## CX Trends

What is consumer behavior saying?



## The Why

The reason to drive a sense of urgency.



## The Plan

What are the ACTUAL changes I can make to my scorecard?



## Q&A

Questions and deep-dives.





**The catalyst  
of the digital  
movement.**





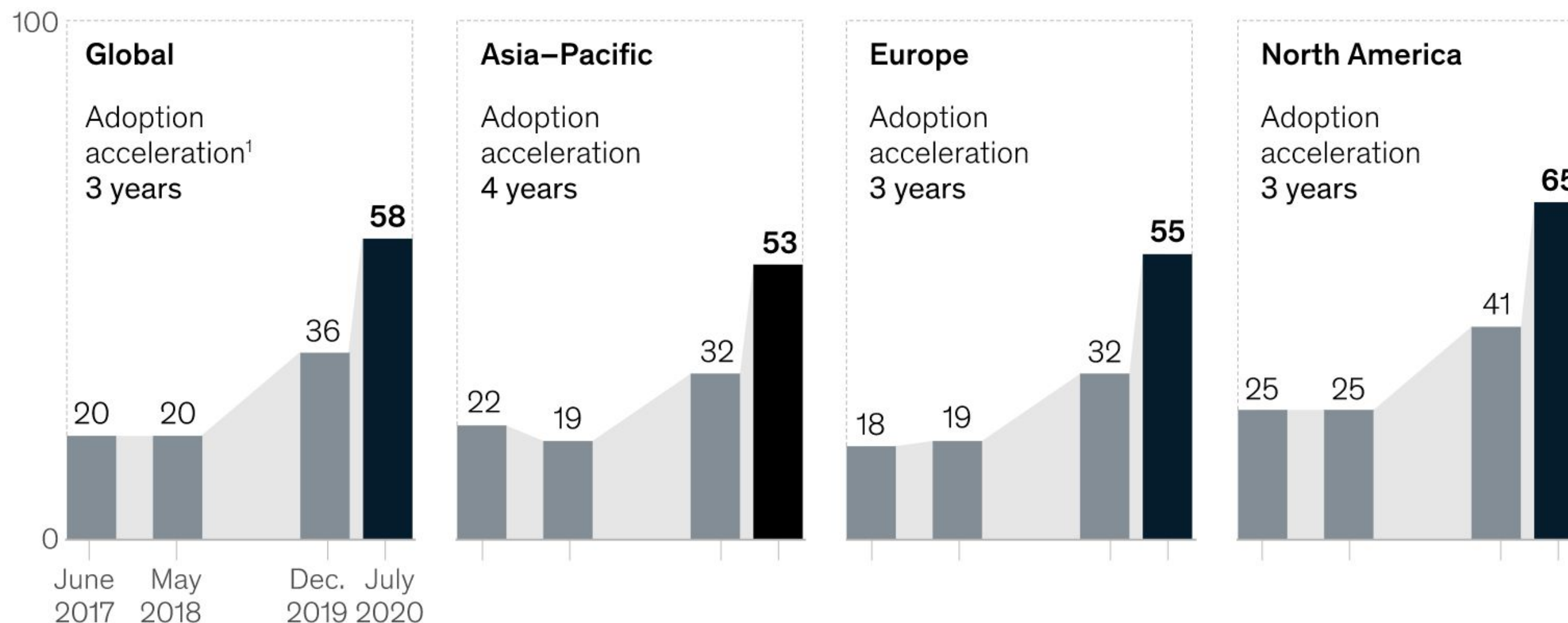


**Baseline  
expectations  
have shifted.**

## The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Average share of customer interactions that are digital, %

■ Precrisis ■ COVID-19 crisis



<sup>1</sup>Years ahead of the average rate of adoption from 2017 to 2019.



**Meet customers  
where they are  
(literally).**

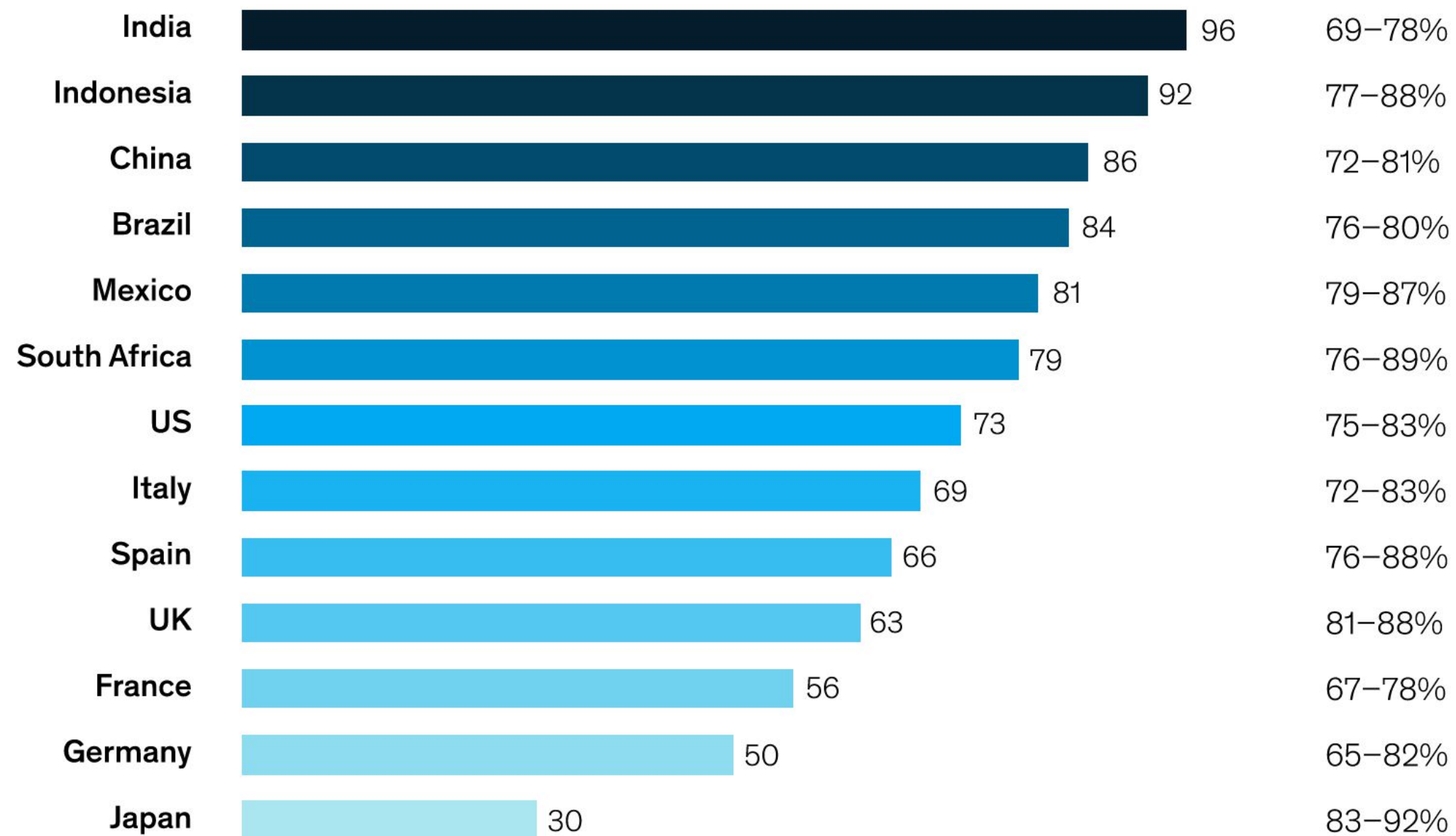




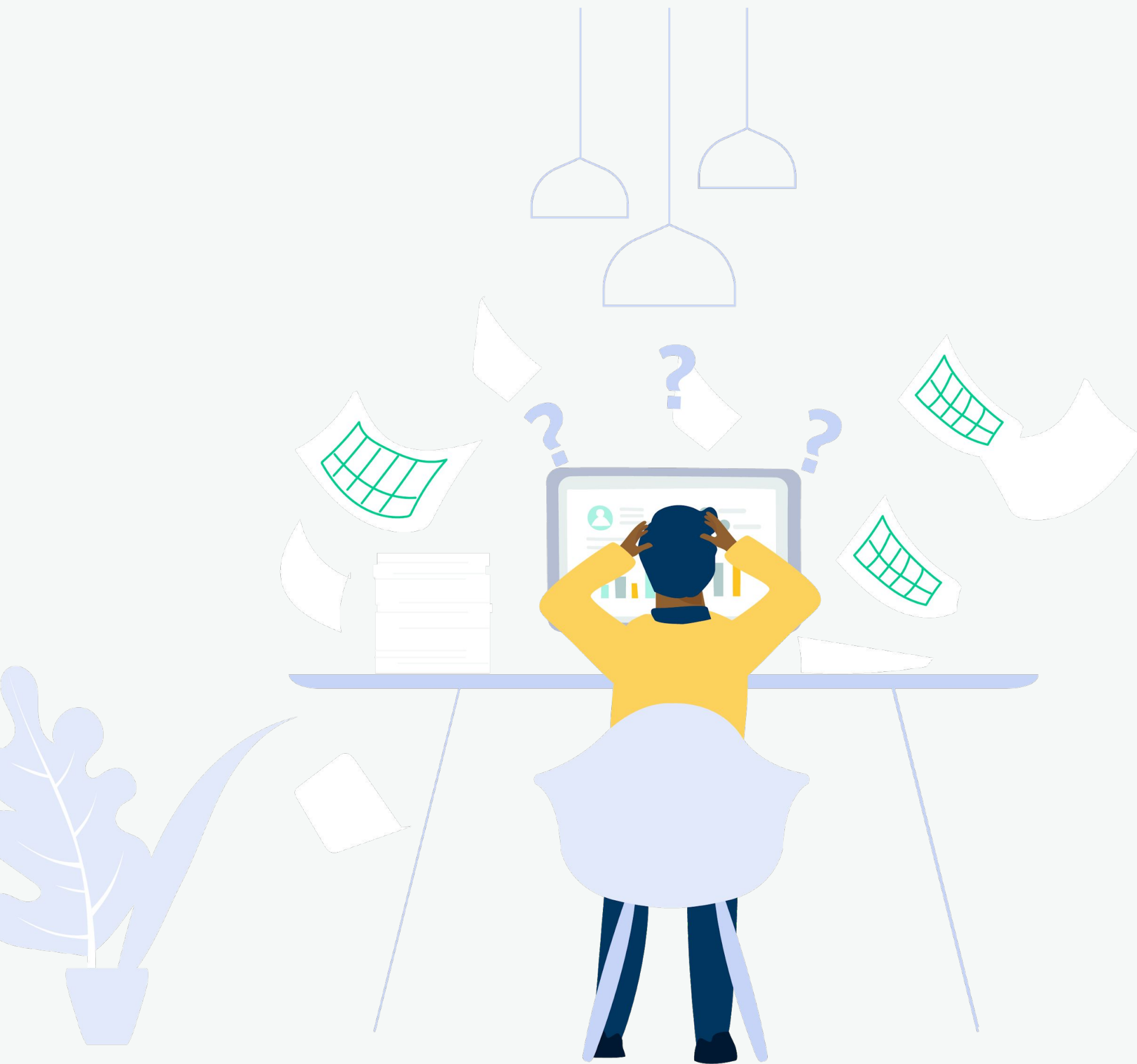
## Customers who have tried new shopping behaviors since COVID-19<sup>1</sup>

% of respondents

Intent to continue<sup>2</sup>







*“Bad experience is driving customers away—fast. You won’t have many chances to get it right. One in three consumers say they will walk away from a brand they love after just one bad experience. This figure is even higher in Latin America, at 49%.”*

*-PWC Future of CX*

# Poll

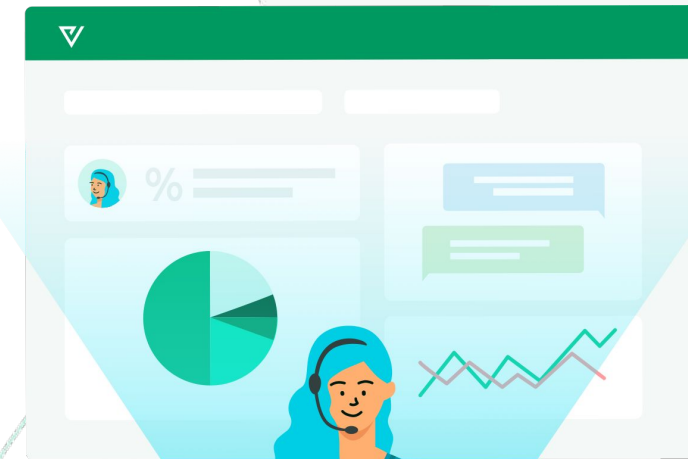




# The WHY

Let this drive your plan!

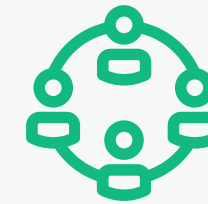
# QM Matters (regardless of channel!)





# Check yourself!

Quality metrics need to drive your business KPIs.



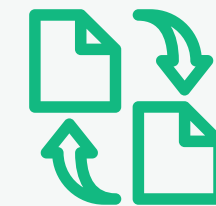
**Aligned**



**Supported**



**Structured**



**Informed**



**Evolved**



**Actionable**

# The Plan

What changes can I make?



# Impact KPIs with Quality

1

2

3

4

5

## Revenue / Sales

- Assessed / identified need
- Responded to buying signals
- Relevant solutions / options
- Relevant benefits
- Managed objections or concerns
- Asked for sale / closed

## CSAT

- Made it easy
- Made it right
- Appropriate First Reply Time
- Conveyed competence
- Engagement—human connection, responded to individual cues
- Sincerity & empathy
- Made the customer feel respected and appreciated

## First Contact Resolution

- Clearly identified reason for contact
- Conveyed competence
- Ensured understanding
- Accurately and thoroughly answered customer questions
- Proper hold, transfer, check back procedures
- Confirmed resolution

## Average Resolution Time

- Identified root cause of contact
- Effectively answered customer questions
- Managed conversation appropriately and efficiently
- Effectively navigated systems and templates
- Proper hold, check-back or update procedures
- Appropriate routing, notes and follow-up actions

## Abandon Rate (mid-chat)

- Personalized experience
- Clarified understanding
- Appeared efficient and focused to customer
- Avoided repetition
- Explained delays / checked back
- Displayed patience in waiting for customer responses
- Effectively managed multi-tasking

# Keep CX top of mind



Are we enhancing the customer experience with the data that we get from this metric?

What tangible actions can we take with this metric to improve the customer experience?



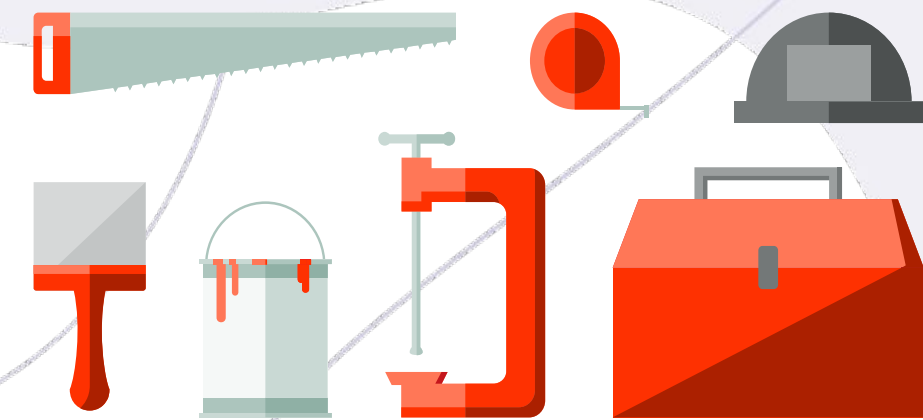
# Questions to add to your scorecard

- First reply time
- In-conversation reply time
- Simultaneous conversation handling
- Patience with customer typing delays
- Use of marcos / templates
- Use of tags
- Appropriate escalations / ticketing actions
- Referenced notes and ticket status / past work
- Proper spelling and grammar
- Appropriate language
- Relevant apology statements
- Personalized communication
- Conveying focus, presence, and priority



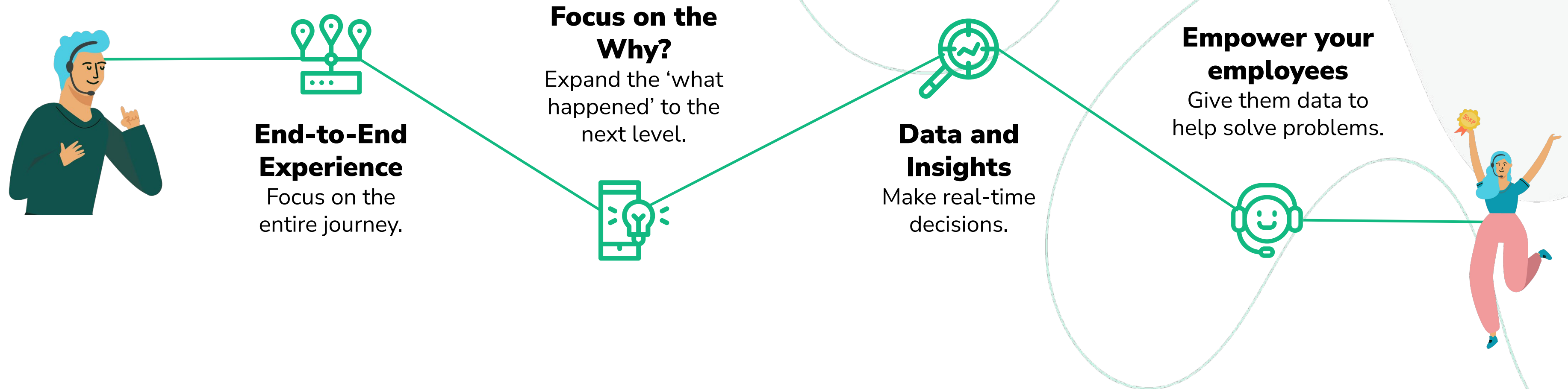
# Check your QM toolbox

- ✓ Random + targeted collection, all channels
- ✓ Calibration procedures
- ✓ Scoring compendium
- ✓ Appeal process- voice of the agent
- ✓ Audit process for checking the checker
- ✓ Coaching process for feedback delivery
- ✓ **Process and methods for getting intelligence out to the business**





# Getting intelligence out to the business



# Related Content

## BLOG

Turning Raw Data From  
Your Contact Center QA  
Scorecard Metrics Into Gold



## EBOOK

9 Contact Center Metrics  
Essential for Success



## EBOOK

How to Scale Your  
Business and Customer  
Service Program for  
Maximum Efficiency



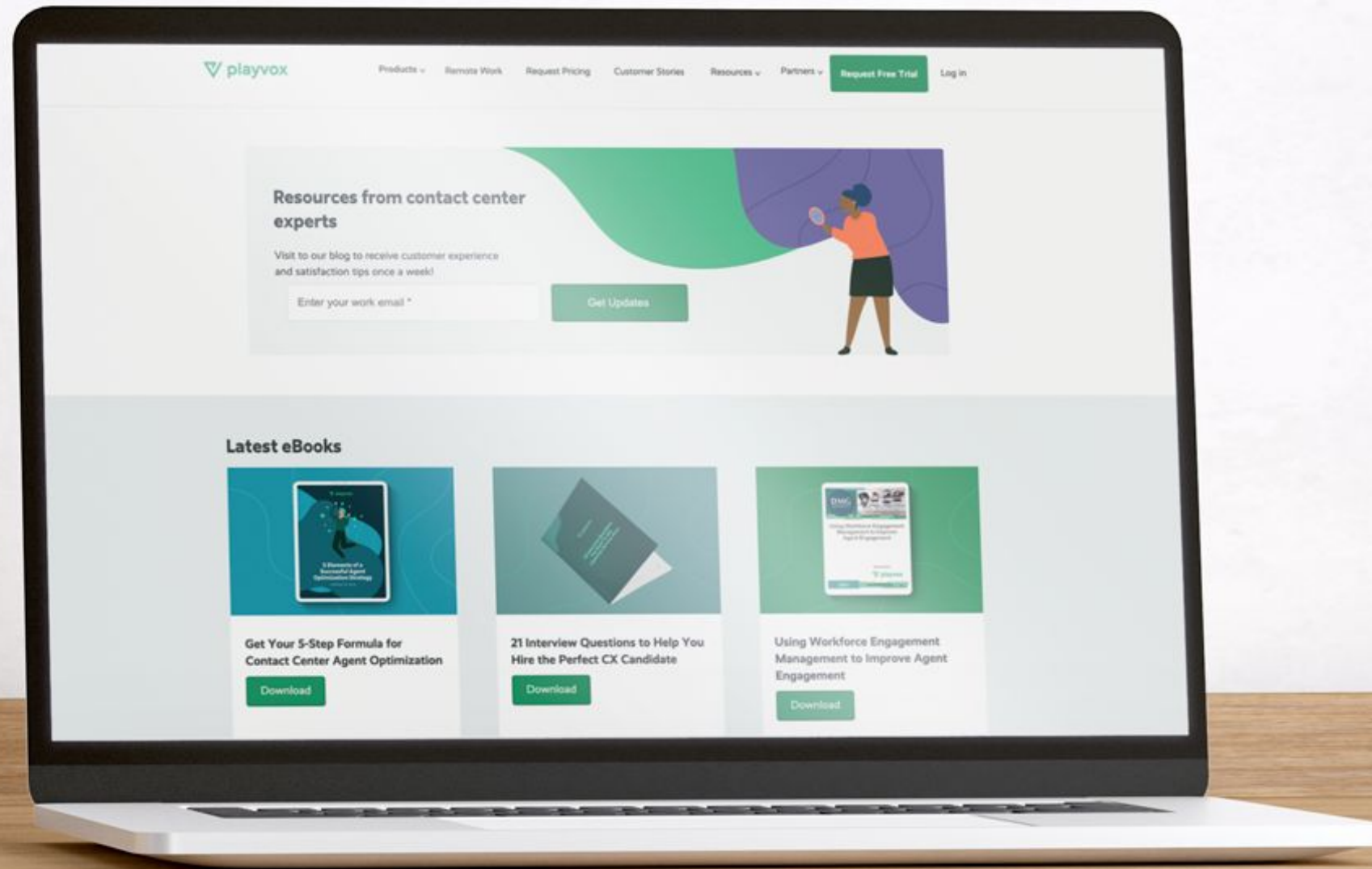
# Poll





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# Welcome to the Digital Era of WEM





## **Next Webinar:**

### **Nikki and Micki Setting The Table: Workforce Planning To Provide Gold Standard Service**

Live on Tuesday, November 9th at 11:00am EST



**Nikki Quinn**

**Solutions Consultant  
Playvox**



**Micki Schrank**

**Customer Success Manager  
Playvox**



**Questions?**

# Appendix

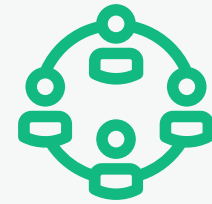
## **A customer-centric approach needs more than a survey**

1. Put intelligence behind the end-to-end customer experience
2. Use data to get to the “why” not just focus on “what happened”
3. Empower your employees with data to help solve the problems



# Check yourself!

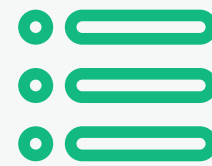
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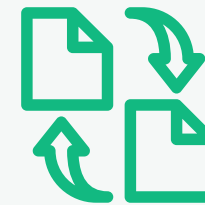
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