



one·2·one

Campaign Operations Quality Control

Author: Rachael Pinnock

29/06/11

Version: 1

Contents

Contents.....	2
1. Overview	3
1.1 Client Partnerships.....	3
1.2 Customer Focus.....	3
1.3 Quality Objectives	3
2. Quality Procedures.....	4
2.1 Standard Checks.....	4
2.2 Extra Checks	4
3 Quality Reporting	5
3.1 Daily Report.....	5
3.2 Online Reporting.....	5
3.2.1 Accreditation Analysis	5
3.2.2 Question analysis.....	5
3.3 Monthly Reporting.....	6

1. Overview

The company places high emphasis on continually improving its processes and products to exceed the requirements of its clients and their customers.

This quality policy represents one2one's values and beliefs with regards to the implementation of our quality management system and continually builds a culture of continuous improvement within the organisation with the aim of:

- Continually adding value to processes and all aspects of the business.
- Providing high quality products and service to fully satisfy our client requirements and those of their customers
- Developing our staff to ensure a high standard of product knowledge and service delivery

1.1 Client Partnerships

We work closely with our clients to develop mutually beneficial relationships built on trust, sharing of knowledge and transparency of information. Strong branding within the centre promotes high levels of professionalism from our staff and increases a sense of partnership.

1.2 Customer Focus

We aim to exceed the expectations of our clients and their customers alike by delivering a consistently high level of service. We can achieve this by monitoring our client satisfaction and striving to continually improve our services whilst adhering to client and regulatory requirements.

1.3 Quality Objectives

We are committed to enhancing customer satisfaction by delivering services that consistently conform to our customers' expectations. As part of an ongoing process to achieve these aspirations we are committed to achieving our objectives for quality including:

- Increased levels of agent call quality standards
- Reduction in the number of cancellations
- Reduction in the number of customer complaints
- Increased levels of client satisfaction

These objectives will be achieved by communication and management of process KPI's; and performance against the quality management system will be regularly reviewed for effectiveness.

2. Quality Procedures

2.1 Standard Checks

Every agent throughout one2one's will be assessed at least once every 48 hours.

2.2 Extra Checks

As well as the mandatory quality checks there are instances where the agent will receive extra assessments as follows:

- A new starter as part of their induction period will receive two checks daily for a minimum of a week.
- A team manager may ask for extra checks at any given time to back up coaching or assist with improving general performance.
- Any time a call scores below 41% one extra check is carried out.
- If an agent has recurring issues a higher volume of checks are done for a set period to support performance improvement.
- Agents that have been put on performance improvement plans by their team leader will receive two checks daily for the duration of the plan.

3 Quality Reporting

3.1 Daily Report

In order to keep track of how many checks each agent is receiving and for a tally chart is maintained daily. This enables the quality team to keep track of recurring issues.

3.2 Online Reporting

All quality monitoring is carried out on an online system. Integral to this system is a reporting suite to allow analysis of performance at various levels, from the call centre’s overall performance right down to the level of adherence to each compliance point and soft skill on each campaign. Through these reports the operational team are able to quickly identify areas of concern and deliver targeted coaching sessions to rectify them. Team leaders use these reports to review trends in the agents and the team’s performance to support performance management processes. Sample reports are below:

3.2.1 Accreditation Analysis

This tracks the volume of assessments and the average quality score over a given time period, by agent and by campaign.

Total Σ Accreditations : 46 (Overall : 46)			
Total % Average : 90.7609 (Average Overall : 90.7609)			
# of Evaluations	% Average Score	Agent	
10	80.00%	Agent 1	
9	88.89%	Agent 2	
13	91.15%	Agent 3	
14	99.29%	Agent 4	

3.2.2 Question analysis

This tracks the details of the call monitoring areas to see if there are any with specific parts of the call that need targeted coaching. The reporting is broken up in to key sections - communication, rapport building, compliance and sales.

Section	Question	Weight	# Q's Answered	Pass	Fail
Compliance	Question 1	10	2	100.00%	0.00%
Compliance	Question 2	10	2	100.00%	0.00%
Compliance	Question 3	15	2	100.00%	0.00%
Compliance	Question 4	5	2	100.00%	0.00%
Compliance	Question 5	25	2	100.00%	0.00%
Communication	Question 6	25	2	100.00%	0.00%

3.3 Monthly Reporting

At the end of each calendar month campaigns are analysed and reported on. This is distributed to all the team leaders by the fifth working day of the month. A meeting is then held with the operational team to discuss findings and formalise actions that need to be taken as a result.