



Part 3: Call Recording for Larger Companies – Quality Monitoring

by Ralf Rösel, Product Manager, ASC telecom AG

INTRODUCTION

Even though companies rely on communications to prosper, the content and quality of customer interactions are often unexamined. In contact centers, where communications serve as the sole business driver, it is critical to deliver quality and cost-effective service to stand out from the competition.

Call recording and quality monitoring fill the knowledge gap of “what is really going on” by monitoring crucial business processes and changing agent communications from a phantom to a valuable data resource.

Analyzing the service level and core competencies, the classic goals of “quality monitoring,” guides agents and fine tunes their communication skills.

Traditionally, companies use live monitoring, Excel-based forms and manual reports to evaluate agent performance. But the world is changing, and in large call centers, where supervisors and trainers must process lots of data for a representative overview, live monitoring has become singularly inefficient and expensive.

REQUIREMENTS OF LARGE CALL CENTER

For call and screen monitoring, especially for large call centers, call statistics and information from speech analytics engines represent only the first step. The gathered information must be used to implement your insights through holistic training and coaching.

When large companies or high-volume contact centers invest in a high-end quality monitoring solution, they must also evaluate the performance and flexibility of the solution. During periods of rapid growth, the system must be easily enhanced to support more agents. The architecture of a solution should handle more users with one server or expand through new servers without major changes to the configuration or central administration.

Large organizations often require multiple branch locations. In addition, when a call center grows rapidly, it may need to open a second site. Flexible solutions must support several physically separated servers. For cost effectiveness, even when agents are located in different sites, companies may require administration from a central location. This becomes increasingly important in light of the latest trends towards outsourcing and virtualization of call centers.

Call centers with a larger number of agents and multiple sites may need to transfer highly sensitive information between locations. Therefore, quality monitoring solutions must support modern security mechanisms and related, state-of-the-art software architecture. To determine whether a quality monitoring solution employs a holistic security approach, evaluating its fulfillment of payment processing security standards is a good place to start.

For large organizations, modern speech processing techniques help process lots of data quickly. Solution capabilities range from simple keyword spotting to emotion detection to fully automated call categorization and evaluation.

CONCLUSION

The call center market is growing. Traditional quality assurance methods are continuously being replaced by software-based quality monitoring solutions. Large and rapidly growing companies need flexible solutions for expansion and modern techniques to survive the data flood.

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications. With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods. For more information, visit www.asctelecom.com, call 201-252-3001, email info@asctelecom.com or write ASC, 1 International Boulevard, Suite #623, Mahwah, NJ 07495.