

SERVICE QUALITY ASSURANCE

The era of checklist-based QA is over. Adopt behavior- and trends-based evaluations to measure performance.

While the customer contact function has transformed across the last decade to become more focused on providing tailored, high-quality service, one critical piece of the strategy has remained stagnant: Quality Assurance. Even though companies now encourage reps to use their own judgment and make "human" connections, most actions are still governed by strict adherence to a rote, checklist-based approach to QA.

QA success relies on shifting your core focus away from rigid metrics and "checking the box" to customer-determined success factors. Leading organizations are using flexible, competency-based frameworks that evaluate meaningful trends in performance instead of simply monitoring for one-off mistakes. This type of approach eliminates that "big brother" QA reputation, all but eliminating appeals at many companies.

We recommend you build a QA process aligned with your unique talent development and customer needs.

Our Quality Transformation Engagement can help. **Contact us** for more information.

Traditional Quality Checklist



- ✗ Regimented performance criteria
- ✗ Internally defined success
- ✗ Isolated call evaluations

Customer-Determined Success



- ✓ Adaptable quality framework
- ✓ Direct customer input
- ✓ Trend-based call evaluations

Source: CEB Research.