Leaptree

Leaptree Explained

CX Quality Assurance Maturity Model

Six stages of CX
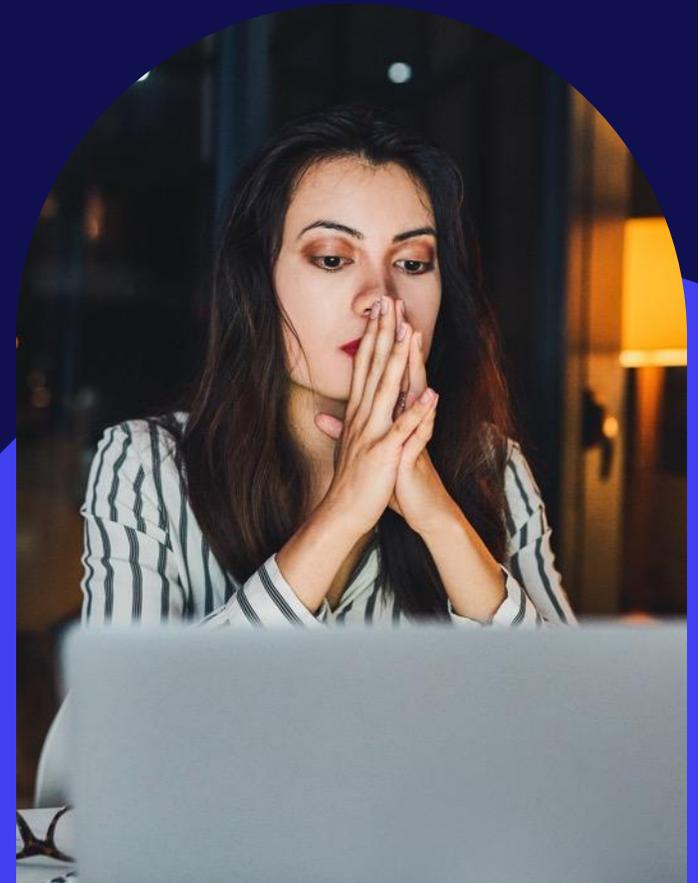# Quality Assurance maturity

CX Quality Assurance maturity

6

Assisted
AI

5

Assessment
Calibration

4

Motivate &
Reward

3

Pro-Active
Development

2

Structured
Assessment

1

Unstructured
Assessment

1 Unstructured Assessment

Overburdened with the QA process within their organization this CX QA team suffer inconsistent results, because they manage their quality assurance program in manual spreadsheets.

More agents join the company, different types of assessments are required for different customer interactions, more evaluators are needed, and even simple tasks like issuing cases to be assessed become laborious. Errors increase and sometimes unconscious bias begins to rear its head which results in mixed or inconsistent results and things becoming increasingly more difficult to track and trace. CX QA Reporting becomes a huge burden.

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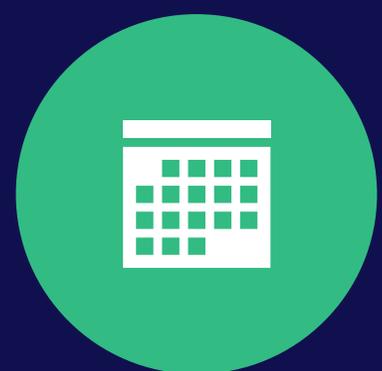This team adopts specialized CX QA software to address the challenges faced.

Customer interaction assessments are all scheduled at regular intervals, the data sampling engine segments the assessments and spreads them across assessors in a round-robin system, removing any possible bias.

New agents, new evaluators, and new assessments are easily added to the system with track and trace capability. CX QA Reporting is seamless.

A document QA process accelerates documents review and approval before being sent externally.

2 Structured Assessment

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3 Pro-Active Development

Here agent performance is pro-actively developed to maximize effectiveness. Coaching is separated from disputes though scorecard results can be challenged by Agents through the dispute process.

To ensure agents are improving in the right areas, evaluators include coaching tasks with completed assessments.

Management can see across teams to identify any struggling employee cohorts, who may require dedicated training.

Supervisors may only identify one person in their team, but by running trend analysis through the software, the manager/director can see the bigger picture and improve all teams holistically.

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Agent improvement moves into self-determination mode at stage 4. With peer ranking and award systems, agents can see how they are performing on their customer interactions compared to their peers.

They are now competing, in a fun way, against their peers for quarterly awards. These awards may have some simple rewards within them, but either way will always have value to keep agents motivated, and happy at work.

You also reward your CX Agents for adding upsells through their customer interactions.

Customer experiences improve and revenue grows.

4 Motivate & Reward

CX Quality Assurance maturity

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2 Structured Assessment

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4 Motivate & Reward

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6 Assisted AI

5 Assessment Calibration

This is all about ensuring quality at the CX QA Evaluator level. For example, you may have an auto-fail score of 75% for a customer support phone call assessment. Or you only pay the quarterly bonus out to complaint handlers who achieve an average score for the quarter of 70% on their interactions. So how do we ensure these standards are set correctly?

Assessment calibration ensures standards are being reviewed/assessed on an agreed pre-determined schedule. Maybe you wish to run reviews on previous QA assessments themselves to re-enforce quality? All these approaches help to ensure the overall standards are aligned.

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Gamification

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AI

At the highest level of maturity, artificial intelligence helps teams dramatically improve call center quality.

AI can analyze a high-volume of interactions to flag potential issues to Evaluators, helping reduce churn and improve experience.

AI can also automatically assess interactions —ensuring consistent, scalable quality assurance.

By augmenting manual efforts, AI significantly increases coverage, reviewing far more interactions and providing deeper insights into agent performance and customer experience.

6 Assisted AI

Find out more

Leaptree.com

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5 Assessment Calibration

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1 Unstructured Assessment

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Find out more

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