

IMEG Call Quality Monitoring (CQM)

More Conversions
More Revenue
More Retention
More Marketing Data



WHY?

Call centers are the human interface between the customer and the services delivered by a company. Service delivery must focus on quality of service to meet or exceed customer expectations as the call center is the part of your organization that impacts your customers opinions about your company or service.

Customer perceptions of a company are directly shaped by one-on-one interactions with the contact call center, impacting:

- *Company Brand*
- *Overall Company Perception*
- *Customer Retention*
- *Revenue*

The ability to capture and analyze service quality data is essential to providing quality service to your customers. Companies benefit from this by having information available to them to be able to take steps to resolve potential problems and continuously improve customer service. At the agent level, this information helps develop skills and provide positive and constructive feedback on performance. Service quality data is crucial for the modern service organization.

As contact with customers continues to change so is the expectation of customers calling service and support centers. This change has increased the importance of defining, evaluation measuring and delivering high quality service, while at the same time controlling operational costs. Organizations that make service quality a priority and successfully manage it, can create a differentiating lead over their competitors.

BENEFITS OF UTILIZING IMEG ADVANTAGE OUTSOURCED QUALITY MONITORING

1. **Reduce the cost of quality monitoring.** Save time and resources for focus on critical center operations and service improvement activity.
2. **Give more frequent, timely feedback to customer service and support agents.** IMEG Call Quality Monitoring occurs reliably and on schedule with reports available online in real-time.
3. **Gain third-party expert perspective on your operations.** IMEG quality analysts and managers draw on their extensive experience in customer service analysis to provide new insights into your service quality.
4. **Spend little or nothing on software or hardware.** With our hosted solution, there is no need to purchase special software or allocate server resources. There is no software to load or maintain.
5. **Improve coaching of service and support agents.** Build your service-oriented culture agent by agent with specific, actionable recommendations for change.
6. **Gain customer insights that influence future call center strategies.** Reports include both quantitative and qualitative information that gives you new understanding of your customers.
7. **Customized quality measures that advance your call center strategy.** Utilizing the latest industry research and best practices, IMEG develops customized quality standards specific to your operations and customer base. IMEG Analytics gives you the information you need to make informed decisions.



Call quality monitoring is one of the most effective methods for improving the level of service you provide to your customers. Not only can it improve the customer experience, it can also improve overall call center performance, identify areas for training or process improvement opportunities while facilitating employee development.