

## HOW QEVAL HELPED A RETAIL COMPANY ENHANCE CUSTOMER EXPERIENCE IN A QUARTER BY 2%

### The Problem

The company wanted to improve their customer experience for their US contact center. The major challenge was to know if the parameters used to measure agent performance through the quality assurance (QA) form were really capable of determining customer satisfaction levels for both brand and quality of service.



### The Results

QEval solutions helped the company draft a new form which was then applied to a large sample and enabled improvement of the overall customer experience by 2% in just one quarter. The new QA form also delivered value to the stakeholders by consistently delivering an accuracy of over 85% in measuring the customer satisfaction.

### QEval's Strategy

The project was guided by the following set of broadly stated research objectives:

- » Identification of the factors which drive the overall customer experience
- » Confirm whether the attributes used to measure call quality are aligned to gauge customer satisfaction
- » Analyze a sample of calls to modify the attributes of the existing quality assurance (QA) form

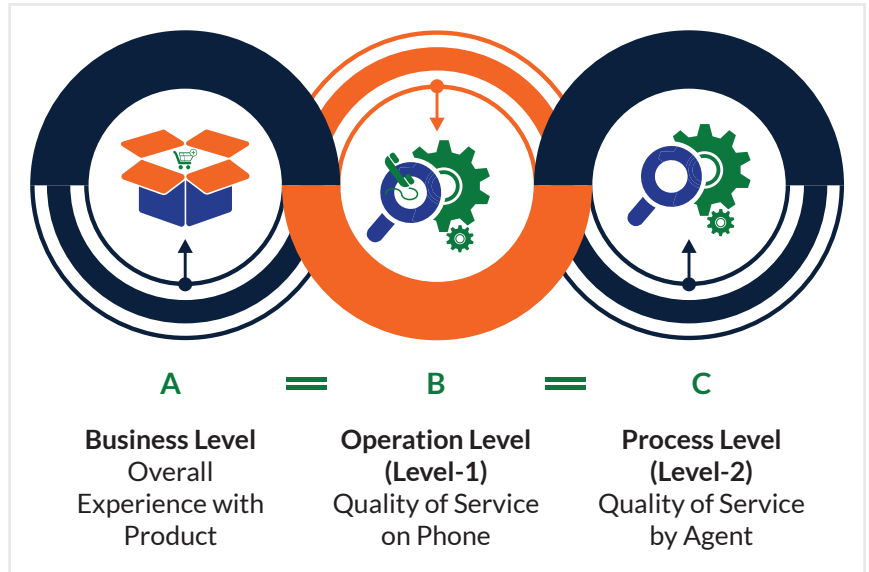
### Key Driver Analysis

In addition to the question on overall customer satisfaction in the existing survey form, there were specific questions intended to gauge satisfaction with the brand, quality of service and agent performance. Key Driver analysis was done to identify the questions in the current CSAT survey form which correlate to customer satisfaction. This phase was supported with the following approach:

- » Inter-dependence Modeling: To understand whether questions in survey form are related to each other
- » Dependence Modeling: To understand if there is any relationship between survey questions and the questions on overall satisfaction
- » Relative Important Study: Rank the survey questions on the basis of their impact on overall satisfaction data

During the analysis it was found that the CSAT survey question "Overall Experience with product" is significantly driven by the question "Quality of Service on Phone" (considered as Level 1 factor) which is further driven by another question "Quality of Service by Agent" (considered as Level 2 factor) as shown below:

In order to control the overall satisfaction, the "Quality of Service by Agent" was further analyzed. This question was divided into sub-questions (e.g. "Did the agent take ownership?", "Did the agent answer clearly?" etc.). These sub-questions were considered as the Level 3 factors. The inter-relationship of these sub-questions was analyzed with the help of statistical tools to check the interdependence (Factor Analysis) and found that these sub-questions (Level 3 Factors) can be packetized into 3 categories based on direction of their dependence relationship with "Quality of Service by Agent" (Level 2 Factor).



Recommendations were provided on each of the three categories identified out of this phase.

**Current QA (Quality Assurance) form alignment study**

To see whether the attributes in the existing QA form are able to gauge the true customer experience, the analysis was done between:

- » Overall QA Score & Overall CSAT Score
- » Overall QA Score & Drivers of CSAT (Customer Experience)
- » Section level QA score & Drivers of CSAT (Customer Experience) aligned

With the help of statistical tools like correlation and regression it was found that the call QA form was not aligned with the Overall Customer Experience which means that the quality score generated through the QA form does not represent the true customer satisfaction level.

Attributes in the QA form needed to be redefined from the customer's perspective. In order to gauge the true customer experience the it was recommended to measure "Customer Experience" and "Compliance" separately.

**Call Analytics and QA Form Update**

By studying the sample (statistically calculated) of calls where the customer ratings were available, the meaning of each sub-question in the CSAT survey question was clearly defined followed by the conversion of these definitions to new attributes in the QA form.

Through this exercise, 13 new QA attributes were formed and logically divided into 7 categories based on each of the 7 sub-questions for "Quality of Service by Agent" in the CSAT survey form. Once the attributes are marked as Yes/No/NA, this new QA form was able to convert the QA results into the customer satisfaction ratings, called the Surrogate CSAT Ratings for each driver of Customer Experience with an accuracy of over 85%.