HOW LEGACY RECORDING AND QUALITY MANAGEMENT TECHNOLOGIES CAN PUT YOUR BUSINESS AT RISK

Read on to learn more about what today’s consumer expects from your contact center and how our R/QM can deliver.
All around us technology is changing how people go about their daily lives. Contact centers need to keep pace. Few consumers are still using 10 year old smart phones, yet in many contact centers, critically important workforce optimization technologies have been in place for a decade or more.

Read this first chapter of our three part eBook to understand why you simply cannot deliver a high quality customer experience with older recording and quality management technology.
THE QUALITY ASSURANCE (QA) PROCESS is the compass that guides the behavior of agents and largely determines customer satisfaction for contact centers across the globe. Over the past few years, we have seen this fundamental process evolve significantly, and for many organizations, it has reached quite a sophisticated level. Only five years ago, most contact centers recorded calls primarily to ensure compliance with consumer protection rules while manually listening to a small random sample of calls. Now we are smart enough to know that we can target specific types of calls for review to yield a much higher ROI on quality evaluators’ time and a better level of quality across the entire center. In fact, the whole culture of contact centers has undergone a metamorphosis from a focus

91% of respondents said that “improving customer experience results and consistency” was their top priority driving contact center WFO*

*Aberdeen, Contact Center WFO: How To Balance Customer Needs with Agent Productivity, May 2015
on agent productivity to a focus on quality to drive a better customer experience — and this has raised the importance and complexity of a robust QA process.

Unfortunately, most recording and quality management systems have been in place for 5 – 10 years now and simply don’t have the features necessary to support a modern-day QA process. Legacy vendors would have you believe that the only alternative for your current antiquated system is an expensive upgrade to their most current version of software and hardware, but there are other viable solutions available in today’s market. Before making any decisions, it’s important to understand why a more advanced recording and quality management system is essential, what to look for in a new solution, and what to avoid.

“Legacy vendors would have you believe that the only alternative for your current antiquated system is an expensive upgrade...”
THE EFFECTIVENESS OF YOUR QA PROCESS is inextricably tied to the capabilities of the QA tools you use. For example, your ability to extract valuable insights from your quality evaluations is limited by the reporting and analytics capability ordinarily associated with performance management. Older systems, and even some newer quality management solutions, have poor reporting and analytics capabilities, and that is a huge impediment to understanding where quality problems exist in the operation. The ability to drill down, drill up, filter data, graph in different coordinate systems and correlate data from multiple systems and other key performance management features make all the difference in analyzing your quality management and voice of the customer data.

Old Technology Equals Poor Quality Assurance

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“Advances in speech analytics, data analytics, and voice of the customer technologies now make it possible to quickly and accurately extract hidden meanings and root causes from the thousands and even millions of hours of recorded interactions archive within the contact center”  — Pelorus Associates
“Without speech analytics, your contact center simply cannot maintain the level of quality necessary to keep your customer experience competitive in the marketplace.”

Similarly, older recording and quality management systems don’t support speech analytics which has become the work horse of quality assurance staffs in those contact centers that have made the leap to new technologies. Being able to monitor 100% of calls and automatically categorize them to identify potential problems has been a boon for the QA staff. Without speech analytics, your contact center simply cannot maintain the level of quality necessary to keep your customer experience competitive in the marketplace."
**Beware** Proprietary Recording Formats

**SOME MAJOR RECORDING AND QUALITY MANAGEMENT**

Some major recording and quality management vendors use proprietary voice and screen recording formats. The use of non-standard recording files creates a situation that essentially holds customers hostage to that vendor, since all historical recordings in a non-standard format will not be accessible in any new recording system. Also, proprietary recording formats are slower and less efficient to compress and decompress, so recording and playback actions take longer and require more costly disk space than with industry standard formats. Further, when some proprietary formats are encrypted and subsequently decrypted, the files lose their metadata, so searching for recordings becomes problematic.
Recently, software applications have been developed that can convert legacy vendor voice and screen recording formats to industry standard formats usable by newer systems. That means customers can have access to all of their recordings in a single, more modern and open platform. Aspect Software subscribes to this open philosophy and uses the standard VOX format to store recorded conversations. Use of a standard recording format not only protects you from being a prisoner of your current vendor, it also enables a world of new playback options on smartphones, tablets and other mobile devices.

“Use of a **standard recording format** not only **protects you from being a prisoner of your current vendor**, it also enables a world of new playback options on smartphones, tablets and other mobile devices.”

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New technology is a wonderful thing, but sometimes you can overlook major stumbling blocks until you are half-way through the purchasing process. Read this second chapter of our three part eBook to understand some of the subtle but important features that shouldn’t be overlooked when considering a new recording and quality management solution.
Legacy vendors typically charge significant additional license fees and/or professional service fees for features necessary to ensure data security and PCI compliance. Most contact centers want their recorded voice and screen data to be stored in encrypted form, so it cannot easily be accessed by unauthorized personnel. Although encryption is positioned as an option, it’s not really optional.

Likewise pause/resume software, which prevents confidential personal data from being recorded by the voice and screen recorder, is another level of data protection that is positioned as an extra (often in the form of an entire desktop analytics solution), but it is required for PCI compliance. With the implementation of encryption and pause/resume features typically comes large professional services fees to accomplish the integration with existing systems. Aspect understands this fundamental need for data protection and includes encryption and pause/resume capability as standard components of our recording package.

Look Out For The *Extras*
“In a world of high-profile security breaches, identity theft and fraudulent credit cards, data security is an increasingly high priority for contact center managers.”
Here's how 314 organizations fared in Ponemon Institute's 2014 Cost Data Breach:

- **United States**: $201 (Cost Per Incident) - $5.9M (Cost By Record)
- **Germany**: $195 (Cost Per Incident) - $4.7M (Cost By Record)
- **France**: $183 (Cost Per Incident) - $4.2M (Cost By Record)
- **United Kingdom**: $158 (Cost Per Incident) - $3.7M (Cost By Record)
- **Arabian Region**: $109 (Cost Per Incident) - $3.1M (Cost By Record)
- **Italy**: $141 (Cost Per Incident) - $2.7M (Cost By Record)
- **Australia**: $135 (Cost Per Incident) - $2.6M (Cost By Record)
- **Japan**: $127 (Cost Per Incident) - $2.4M (Cost By Record)
- **Brazil**: $70 (Cost Per Incident) - $1.6M (Cost By Record)
- **India**: $51 (Cost Per Incident) - $1.4M (Cost By Record)
RECORDING AND QUALITY MANAGEMENT TOOLS are used heavily in the QA process and for ongoing compliance, so even seconds wasted on each screen, used thousands of times each month, amounts to a substantial loss of productivity. Most legacy provider recording and quality management systems are older — and are typically awkward and cumbersome with the net result being that the entire QA process operates slowly.

EMPLOYEES WHO ARE HAPPY WITH THEIR TOOLS ARE HAPPIER WITH THEIR JOBS:

- Satisfied with technologies at work:
  - 57%
  - 30%
- Not satisfied with technologies at work
  - 46%

“How much do you agree with the following statements about work?”

(percent selecting 8, 9, or 10 on a scale from 1 [doesn’t describe me at all] to 10 [describes me completely])

- “I often recommend my company as a good employer.”
- “Employees are happy to work at my company.”

Source: How to Measure and Improve the Contact Center Agent Experience, Forrester Research, Inc., April, 2015

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Further, these tools are difficult to learn and are often quite frustrating for agents, supervisors and analysts who well know what a good user interface should look like — it’s on the smartphones they use every day. The inevitable result is that users are less happy in their jobs and that these recording and quality management tools are not used very effectively. The quality process suffers as a result. In addition, these older cumbersome tools require a significant amount of time to optimize for each customer’s environment so it is difficult to realize an acceptable ROI. Contrast this with modern UIs. Aspect has developed an intuitive icon and widget based user interface modeled using Apple, Google and Microsoft UI design techniques. Each screen is intentionally designed to be as simple and easy-to-understand as possible while enhancing the power of each user to get their work done.

“Aspect has developed an intuitive icon and widget based user interface modeled using Apple, Google and Microsoft UI design techniques.”
AGENT PERFORMANCE IS THE CENTRAL FOCUS of the QA process, but agents need to feel that they are being evaluated fairly to avoid a resentful and disgruntled workforce. You also need to ensure that your evaluation forms are asking the right questions and that your Call Quality Guide is as clear and specific as possible. All of these very important objectives can be accomplished with a comprehensive calibration process for supervisors and QA monitors.

Your Calibration Process Must **Eliminate Bias**
Unfortunately, legacy recording and quality management vendors simply don’t provide the tools to ensure fairness and equity across evaluators. The fact is that they have no flexible reporting and analytics software to clearly show that bias has been removed from the evaluation process. The advanced performance management capability in Aspect quality management offerings easily surface underlying bias and clearly show when it has been eliminated, so you know when your calibration process is really working well.
Calibration with Supervisors and effective QA communication and involvement are the top two key drivers of QA organization credibility.

% PARTICIPANTS SPECIFYING QA CREDIBILITY

- Calibrate with Supervisors: 88%
- Effective QA Communication & Involvement: 86%
- Regular Calibration: 84%
- Senior Mgt. Involvement: 81%
- Calibrate with Management: 65%
- QA Performance Tracked & Audited: 54%
- QA Handles Calls Periodically: 46%
- Calibrate with Representatives: 37%
- Promotional Campaigns, Rewards, Recognition: 33%
- Achieved Expert Status, Certification: 19%

Source: The Ascent Group
A REMARKABLE CUSTOMER EXPERIENCE HINGES on an outstanding QA process and great technology. Read a compelling case study in this third chapter of our three part eBook. Learn how highly effective evaluation forms and other outstanding features of Aspect’s recording and quality management solutions changed the game for a large financial institution.
THE EVALUATION FORM IS THE MOST FUNDAMENTAL and powerful tool used by the QA staff, so the ability to easily create simple but effective evaluation forms is central to the QA process. Some legacy providers use a completely separate software application with a complex user interface to create the forms and then a professional services group must load the forms into the quality management software to make it functional. It’s awkward, inconvenient and time consuming to generate new forms, and that slows your ability to adapt your QA process to new service delivery types and new learnings about best practices. Modern quality management solutions don’t require a cumbersome process for evaluation form creation. For example, Aspect allows you to do easy form design right in the quality management software that results in flexible and attractive evaluation forms that will help ensure an effective QA process.
A LARGE FINANCIAL INSTITUTION WAS USING

Aspect’s workforce management and performance management solutions in conjunction with a legacy provider’s recording and quality management system for their basic WFO needs. Although the client had already compiled a significant archive of call recordings using the legacy recording system, the customer was dissatisfied with the existing system’s high maintenance cost, limited features, difficult UI and the poor service that they had received in recent years. Further, the client was facing a very expensive upgrade to their recording and quality management software in order for them to get the new features they needed.

This financial institution was very happy with their Aspect workforce management and performance management software, so they looked to Aspect for an alternative recording and quality management solution — and found in our Aspect EQ Recording and Aspect EQ Quality Monitoring products exactly what they sought at a fraction of the price of the upgrade they faced from
the legacy provider. They were also very attracted to the Aspect vision of a unified WFO suite, and were anxious to have all of their primary WFO products, (i.e., workforce management, performance management, quality management and recording) using the same modern icon and widget based UI across the portfolio.

Today, this customer operates its quality management process more efficiently than ever before because of the combined power of Aspect’s recording and quality management solutions and the rich analytical capabilities of Aspect’s performance management solution. Together they ensure strong evaluation and calibration while providing keen insights into the QA process that the customer had never seen before.

Aspect’s solutions ensure strong evaluation and calibration while providing keen insights into the QA process…
**Conclusion**

Many contact centers are approaching a watershed decision. Their aging legacy recording and quality management systems are approaching the end of their useful lives, and customers are either going to undergo an expensive upgrade to a newer version of their current vendor’s system, or consider other more cost effective solutions in the marketplace. Five-ten years ago, your choices of recording and quality management vendors were quite limited. Today’s technology puts legacy recording and quality management software to shame, and you have several cost effective vendors from which to choose.

#1 PRIORITY FOR 2016:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replacing/Upgrading Older Tech Solutions</td>
<td>29.4%</td>
</tr>
<tr>
<td>Establishing Customer Optimization Strategy</td>
<td>19.6%</td>
</tr>
<tr>
<td>Agent Turnover Issues</td>
<td>15.7%</td>
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<tr>
<td>Revising KPIs/Performance Metrics</td>
<td>5.9%</td>
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<tr>
<td>Moving to the Cloud</td>
<td>5.8%</td>
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Source: Saddletree Research 2015
Armed with the valuable information contained in this eBook, you can make a more educated decision about the future of your core QA technology systems.

If you would like more information about Aspect recording and quality management products, CALL US AT 888-547-2481.