Quality
Operational Assessment

COPC®

Why You Need to Review Your Quality Program

If one or more of the following issues is true for your organization, The Quality COPC® Operational Assessment will put you on the path to creating a best practice quality program:

- You have a contact center quality process, but you are unsure if it is designed to deliver the greatest return on investment (ROI).

- You believe you need to make changes to your quality process, but you do not know where to start.

- You know your quality process needs to be redesigned, but others in your organization do not agree or understand how it could be changed to deliver greater value.

- You are interested in understanding how your quality process compares to best-in-class quality programs.

- Your quality process is primarily seen as a "necessary evil" rather than a value-added process.

- Your quality results indicate that your contact center performance is good, but customer satisfaction or other key metrics tell you otherwise.

Our quality assessment takes approximately one week to complete. This assessment gives you a quick and detailed overview of your quality issues and specific recommendations about how to improve your quality process.

A Quality COPC® Operational Assessment Gives You:

- An objective and comprehensive assessment of your current quality process, compared to best practices developed by COPC Inc., based on more than 25 years of experience and over 1,600 assessments worldwide

- A structured and proven approach for reviewing all components of your quality process, including form design, sampling methodologies, metrics, reporting, performance improvement methodologies, calibration and actual performance data

- A report that provides detailed recommendations which, if implemented, will transform your quality process into an asset for your company, ultimately leading to service delivery improvements, productivity gains, a better customer experience and increased revenue and profitability

We Can Show You Proven Results

- A leading U.S. electronics retailer with 1,400 stores and dealers was experiencing declining customer satisfaction (CSAT) and increasing dissatisfaction (DSAT) within the repair organization of their customer contact center. Following our quality assessment, the client implemented recommended changes to the quality process, focusing on key drivers impacting CSAT and DSAT. As a result, CSAT improved by 33 points and DSAT by 20 points. In addition, average handle time (AHT) decreased by 20 percent, resulting in significant cost savings.

- A luxury auto manufacturer's customer contact center was reporting high quality scores, but customer feedback and satisfaction rates indicated otherwise. After our quality assessment, they redesigned the quality process to focus more on business and systemic issues. After implementing this new quality approach, issue resolution was identified as the biggest problem. By following COPC Inc.'s recommendations, issue resolution improved by more than 20 points, and overall quality increased by 30 points in just 90 days.

- A customer loyalty solutions provider believed their sales conversion rate was too low, and the rates differed between new and tenured agents. COPC Inc. found that although the majority of calls without sales were due to a non-agent issue, 16 percent of the sales conversion errors were agent-related issues, mostly with scripting and rebuttals. Also, nearly 94 percent of these errors were made by new agents on the job for less than 90 days. As a result, the COPC Inc. action plan included training to address these key issues, and sales conversion improved by eight points in six weeks. This incremental increase equated to approximately 200 additional sales per week, and increases in revenue and profitability.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

Learn more at **copc.com**

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