

QA Health Check



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Basic Assumptions

- ✓ QA is used for CSR performance management
- ✓ QA should provide reliable, useful data
- ✓ QA can provide more than CSR performance



Sampling

✓ How many calls is enough?

- Make sure scoring methodology is sound
- Consider how often you're using it for PM
- The rule of 30

✓ Common sampling problems

- Time based sampling
- Elimination of calls
- Collecting random samples



Scoring Methodology

- ✓ The negative effect of options
 - Lay out well-defined behaviors
 - Keep it binary (“yes” or “no”)
- ✓ “Not Applicable” is Applicable
 - Watch when you make NA available
 - Look at the effect on scores (in software)
- ✓ Be careful of double-barreled items
- ✓ Weight behavior accordingly
- ✓ Making it fit



Analysis

- ✓ Lack of objectivity
 - Inappropriate incentives
 - Personality issues
 - Pet peeves
- ✓ Lack of discipline
 - Cramming
 - Coaching
- ✓ Providing accountability
 - Calibration
 - Data calibration
 - 3rd party audit



Reporting

- ✓ Report less than you measure
 - Where am I at? What am I doing well? How can I improve?
- ✓ Regular feedback
 - Providing information AND training/coaching
- ✓ Beyond the call
 - Call Type
 - Caller Type
 - Resolution Outcome



Q&A

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