



Case Study



Helping to deliver a 12.43% increase in Quality Scores

OUR CLIENT



Radian are an award-winning organisation, employing over 1000 staff, providing nearly **21,000 affordable homes** in Berkshire, Buckinghamshire, Dorset, Hampshire, Isle of Wight, Surrey, Sussex, and Wiltshire; and providing care and support to over 450 people across the South East, through Radian Support.

THE CHALLENGE

BPA Quality was asked by Radian to develop an independent Contact Evaluation process to help identify a more accurate reflection of the Quality of Service being offered to their clients and to **make recommendations around how Service can be improved.**

OUR APPROACH

The first step of the process was to carry out an extensive joint 'scoping exercise' where BPA worked with the client to **gain a better understanding of their business**, their challenges and service objectives. BPA were then able to design and implement a Remote Contact Evaluation solution designed around the specific needs of the client.

THE BPA 'TOOL BOX'

27



Over 27 years' global experience

2m



2m+ human observations per annum

For over 25 years, BPA has worked in partnership with some of the World's leading, customer-focused organisations to identify problem areas and present solutions for Quality improvement within their contact centres. At the heart of the BPA solution resides a team of highly capable, experienced and highly trained professional evaluators, all of whom share a passion for helping clients to deliver world-class Customer Experience. In addition to this proven, streamlined process we bring an industry leading proprietary technology, BPA Quality Builder™. This software platform enables the accurate capture and reporting of contact evaluation, offering clients full visibility of information from top level trend analysis through to individual agent level drill-down reports via a secure online portal.



KEY OUTCOMES

1

Significant **improvement in the accuracy and visibility of quality evaluation and coaching effectiveness information** via the online BPA Builder tool. Replacing an inefficient and inaccurate spreadsheet-driven process.

2

Enabled the Team Managers to **invest more time in coaching their teams**, leading to improved agent skills, service levels and client satisfaction.

3

Helped our client to achieve a **12.43% quality score improvement** in less than 12 months, through a combination of expert evaluation and actionable intelligence.

KEY LEARNINGS

1

The value derived from having an **independent, objective and expert appraisal** of internal quality.

2

The importance of **investing sufficient time in bringing all stakeholders together from the start** of the process to share objectives, learnings and to carry out extensive calibration sessions.

3

The importance of **frequent and open communication** to build confidence, knowledge, shared best practice and a strong partnership.

THE RADIAN VIEW

“BPA were invaluable to us in the early stages of outsourcing our calls for evaluation. With their guidance and expertise **we were able to clearly identify recognised good practice and make this our focus when talking to our customers.**

More recently they have enabled us to incorporate one of our internal quality check documents which is linked to calls they have evaluated. We can access our form via the portal and together with the call evaluation link the two sets of results and report on them. The staff at BPA are always polite, friendly and demonstrate the practices they encourage us to adopt when talking to our customers.

I am sure our relationship will continue to grow and **we will call on their expertise and resources to develop, monitor and report on other customer related activities** our business wants to evaluate in terms of quality of service offered.”

Gill Aston

Performance and Training Manager, Radian

“Over the past year **our relationship with BPA has grown together with our overall call quality results.** BPA are always available at the end of the phone and are flexible, accommodating and **receptive to changes we want to make** to our call monitoring guidelines and any additional reports we asked for.”

