



Contact Center Quality Solutions

Our suite of products have been delivering proven results for companies worldwide and helping enhance customer service and sales for more than 30 years.

“ Exceptional high standards, good value, passion and flexible to client needs. ”

Samsung Electronics,
European Contact Centre Manager





Why BPA Quality?

With over 30 years' experience, over 100 different clients, and millions of observations made worldwide, BPA Quality has the experience, knowledge and ingenuity to help you achieve the highest possible customer engagement and experience from your customer facing teams.

Our unique approach to contact center development provides objective evidence of performance and data that helps construct strategies to improve overall performance and deliver exceptional, impactful results on an ongoing basis.

By combining our scientific, innovative approach with the flexibility to focus on a variety of goals, we provide, valuable, in-depth information that leads to tangible customer satisfaction and sales results.

Simplicity - handling everything from setup and training to analysis and reporting.

Global reach - we provide our services in multiple languages / cultures.

Partnership approach - our expert team will work to understand your business model and make recommendations tailored to your specific needs.

Facts - transparent, objective evaluations focused on facts, not opinion.

The best staff - professional Analysts with multi-lingual capability, trained to listen and measure customer experience that associate improvements to overall company successes.

Customizable reporting - technology and feedback solutions customized to your needs.

Flexibility - experience with a range of recording systems and call access (Call Copy, NICE, Witness, Etalk, Verint etc). We grow with you to satisfy production needs of a successful QA program.

Value - a low cost of service and a higher return on investment.

30



Over 30 years
of industry
experience

Expert Call Center Quality Assurance

The cornerstone of our products and services is Expert Call Center Quality Assurance, focusing on providing accurate and actionable feedback to your business to give the highest quality analysis and reporting available.

Our team of expert Quality Analysts remotely access your contact recording systems and analyze multi-channel interactions with customers, be they via phone, email, SMS, chat or social media.

They examine each interaction in detail to gather valuable business insight and focus before delivering directly to you, in real time, through our BPA Quality Builder interface™.

With increasingly demanding customers and an enhanced focus on compliance and consistency, our tools have been proven to deliver a real competitive advantage with tangible results.

Remote Customer Contact Evaluation makes life easier and your work environment more effective – whether you are a senior executive requiring an overview of the quality of your customer engagements, ensuring compliance, gaining feedback and monitoring product performance, or you're a team leader looking to develop team performance through targeted insight.

Couple this with our ability to deliver Remote Customer Contact Evaluation in over 45

languages, and you'll see we deliver a truly international solution.

How Remote Customer Contact Evaluation works and how it helps

Remote Customer Contact Evaluation can have a valuable impact on everything from executive management and sales & marketing to legal & compliance or your customer-facing operations.

Our clients value our ability to connect customer experience measurement to clear actions at every level, and deliver profitable change.

From a global perspective, we provide your organisation with the data, trends and actionable items you need to make crucial business decisions regarding your customer engagement strategies.

We support you in ensuring your customer contacts are fully compliant, deliver against your service strategies, maximize the value of every interaction, increase acquisition and retention, boost advocacy and deliver maximum long term shareholder return.

Our BPA Quality Builder interface delivers valuable, insightful information, and our regular business review meetings provide a partnership approach to enhancing delivery and providing a consistent and targeted approach for customer decision-making.

“ With the aid of BPA, Nissan GB has been able to improve its customer experience by over 30% over the past 12 months. ”

Nissan, Customer Services Manager

From an Operations perspective:

Research shows that organizations believe the development of their employees through regular targeted coaching is vital for enhancing customer engagement and experience.

Research also shows that finding the time to make this happen is a significant challenge, and omni-channel contacts makes things harder still.

Typically, team leaders must listen to multiple calls to establish how the employee is performing before finding the time to provide specific feedback and coaching – feedback which employees can often feel to be subjective, unbalanced or influenced by personal feelings and relationships.

Conflicting time pressures mean evaluation and coaching can fail to occur at all as the importance of this activity is not understood or prioritised. Remote Customer Contact Evaluation solves this challenge and makes the process easy.

Instead of the team leader spending hours listening to calls, our expert Quality Analysts evaluate the call objectively based on agreed criteria; our BPA Quality Builder™ tool then delivers in-depth analysis to the supervisor's PC or tablet, ready to be coached.

The performance of their team can be seen as graphs or data. State-of-the-art technology allows the team leader to drill down on each aspect of performance. Objective coaching notes and tips ensure the data is both acceptable and actionable.

The process has two great benefits – the employee receives the coaching they need and the team leader can more effectively manage their team and improve business performance.

Our clients have realized significant tangible benefits as a result of Remote Customer Contact Evaluation including; reduced handle time, increased first call resolution with associated lower call volumes, increased sales and retention performance, enhanced CSAT, Net Promoter and Customer Effort results and improved customer advocacy.



Mystery Calling Insight and Competitive Review

Whether used as a stand-alone product or complementing our Remote Customer Contact Evaluation™ Service, Mystery Calling Insight™ targets specific skills and behaviors to give your customer contact activities a unique perspective.

Our expert quality analysts pose as customers to provide your agents with situations that require specific responses – from testing your sales agents' raw skills or confirming a new technical training program is being absorbed, through to ensuring new products are being delivered and security procedures are being followed.

We provide you with detailed customer experience reports delivering quantitative and qualitative insight to help change scripting, target coaching, refine training, reposition product messaging and adapt customer contact channels.

No matter how large your business, our mystery contact approach is built around your objectives; increase sales conversion, improve service levels and procedures, test your agent's knowledge, ensure compliance with policies and regulations and learn from our global best practice.

The interactions between your customer facing teams and customers shape your business, and in today's competitive market place having a detailed understanding of these interactions is vital.

Competitive Review™ Mystery Calling program

In addition to our Mystery Contact program, we offer our Competitive Review™ Mystery Calling program.

This puts the performance of your customer contact channels into context by providing in-depth competitor analysis to clearly indicate your strengths and weaknesses.

Our skilled project managers then help you interpret and use the data to the best effect – they become part of your team with a common aim of developing and executing improvement action plans and strategies aimed at enhancing service delivery and sales.

The provision of a benchmark can play a key part in driving business performance.

All aspects of our programme are tailored for you, from the appointment of your project manager to the selection of your dedicated project team, creating the most appropriate evaluation criteria to deliver tailored real-time reporting, ongoing programme development and consultancy.

Consulting and Professional Services

We're experts in all aspects of quality measurement and development, giving us the skills to support any aspect of the Quality Assurance process or development.

In developing best in class service delivery strategies, businesses may find themselves with skill gaps in the organization. We can supply expert advice or the expertise necessary to fill these gaps on a temporary or ongoing basis.

From guidance in setting up your QA organization to advice on how to best measure your performance objectively, our team of

experts can help. For longer term requirements, our Quality Management team provides the resources that will move your organization forward, while you recruit permanent talent.

Our Quality Management™ team provides an unmatched range of expertise and experience, and can be called on to provide interim support, business guidance, contact center audits and advice in moving your customer-facing operations forward.



Customer Satisfaction Surveys

Satisfaction surveys are the quickest and most accurate way to identify your customers' feelings about your business – positives, negatives and what changes would enhance their perception of you.

High levels of customer satisfaction are a strong indication of customer retention, customer advocacy and product repurchase; creating and reinforcing positive customer experiences is vital for retaining existing customers and adding new ones.

BPA Customer Satisfaction Surveys™ take feedback one stage further, providing your organization with the reasons behind the perceptions, giving you actionable data that bring you tangible results.

We conduct customer satisfaction surveys via the telephone, mail, email or on a face-to-face basis, and our skilled researchers will obtain vital information from the customer to help you achieve your goals.

We will work with you to establish your knowledge requirements, and then produce the necessary questionnaires to fulfill it.

Surveys can be tied directly to Remote Customer Contact Evaluation™ or other existing quality programs, ensuring that the criteria reinforced through monitoring drives improvement.

“ As a result of working with BPA we have seen a steady improvement in our call quality. BPA has helped us to keep our teams focused on meeting and exceeding our customers' expectations. This has enabled us to produce the best possible service to our customers. ”

Senior Manager, Air France

Call Center Agent Training

Brand loyalty is getting tougher to earn, and can be lost with a single click or poor service transaction, and a key moment of truth for your customers is what happens when they choose to contact your organization and how that interaction is conducted.

The challenge is around making it easy for your customers to buy from you, stay with you, and promote your brand - but this challenge also brings opportunity; how do you develop your teams to deliver a service that minimizes customer effort and builds brand loyalty and value?

There is a massive opportunity to enhance the way you lead and develop your customer contact teams to reach their potential.

Our approach is unique. Rather than basing it on theory or simply telling the agent how they should be doing their job, we involve the whole team to construct a set of standards aimed at providing high levels of customer service and maximizing sales.

This results in a higher degree of *buy-in* from the agents because they help define how their performance is measured, and because they know they'll receive ongoing support to develop their skills.

Our trainers help guide your teams and use the latest innovations to define standards, make your people exceptional, and deliver enhanced levels of customer service.

45



We listen in over
45 different
languages and
cultures.

Call Center Team Leader Training

A team leader's ability to monitor, coach and develop their teams to reach their potential and ensure all customer interactions reach the required standards is paramount to business success.

Creating a common purpose, developing a strategy and building a culture for continuous improvement requires a great deal of skill and support. Equipping your team leaders with the necessary skills to be successful in their role is significant to their success and that of your business.

One of the most important tools in a successful team leader's armory is coaching. More than 30 years' research has shown that the most significant challenge in developing contact teams is often quality – or lack of – feedback agents receive from team leaders.

Feedback is frequently seen as a negative process that is biased or designed to just tell the agent what they are doing wrong rather than enhancing skills and knowledge.

The BPA Inspire program encourages coaching sessions that are positive and aimed at developing the skills of the agent rather than just focusing on mistakes.

Team leaders learn how to provide objective feedback designed to help team members

develop and practice new skills, set performance goals and handle different personality types.

At the culmination of the program participants set standards for providing feedback to agents. Our experts then work with team leaders in the live environment, helping them put their new skills in to practice and deliver impactful coaching sessions.

Adapting training to meet specific needs or budgets

Research shows that the way in which any QA program is launched directly contributes to its success. Ideally all levels within the team from senior managers to agents all need to buy into the program and understand how it works and what it is designed to achieve.

With this in mind, BPA offers a range of training support services to help organizations setting up QA initiatives. These range from helping your team create introductory training and delivering sessions ranging from two hours to three days, through to Train the Trainer workshops for larger organizations.

The process starts with one of our training consultants spending time in your organization, learning how best to structure your training to deliver tangible results, before working with you to develop a tailored program.

Calibration Services

Large or multinational organizations often face a particular challenge in ensuring that the service they deliver across the business is at the same high quality level.

Traditional calibration sessions involve participants attempting to get on the same page, often in a live session with limited time.

But with the most boisterous in the group dominating and others unable to get into the conversation, sessions often fail to achieve consistency, agreement and alignment, and don't help advance the business thinking.

How Calibration Works

Our web-based Calibration™ tool allows users to be sent calls to listen and score separately; the session leader then releases the results, so users can see where they deviate or agree – meaning the tool saves time and money and ensures consistent service delivery across their organization.

Add to this the fact that calibration can take place across different languages and you have a truly remarkable tool, which is particularly useful for calibrating compliance.

2m



2m+ human observation per annum

Managed Speech Analytics

Our Managed Speech Analytics solution provide you with a team of experts to help manage the entire speech integrated QA process, ensuring the business is able to turn data into action.

Whether it's using Analytics to understand how your business is interacting with customers or focusing on agent performance, our Managed Speech Analytics services can help.

Why BPA Managed Speech Analytics?

Managing a Speech Analytics platform is a huge job. BPA provides services that can help you run your speech platform efficiently and effectively. We manage the process of periodic updates to the speech dictionary, phonetic tuning, and incorporation of brand-specific terms.

When not managing your platform, our analysts work with you to generate business insights and discover the "who, what, and why" of issues to drive organizational change.



“ Best Customer Service Training Course I have ever seen, original and very interesting, very refreshing. ” Camelot, Group Manager

500



500+ expert evaluators across 3 sites in the UK & US



“ We have seen a monumental shift from -40% to +15% over the last 9 months. ”
The Trainline, Operations Manager

Revolutionary Insight.
Exceptional Results.

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