



Quick Tips for Improving QA Practices in the Utility Contact Center

Use these five tips to help establish quality assurance (QA) best practices that can enhance the customer experience, reduce costs, and develop contact center personnel.

1



Surf the Channels

Perform at least one quality check per agent for each of the channels your service representatives use to interact with customers.

2

Walk a Mile in Customers' Shoes

During the quality-check process, ask questions from the customer's point of view.



3



Connect Your Feedback Systems

Link after-call surveys to quality checks to get direct feedback from the customer.

4

Embrace Technology

Use technology to automate parts of the quality check.



5



Wear Two Hats

Combine the coach and analyst role into one job.