

# Quality Assurance

*The next Evolution - 3PQM*



# Traditional Quality Assurance

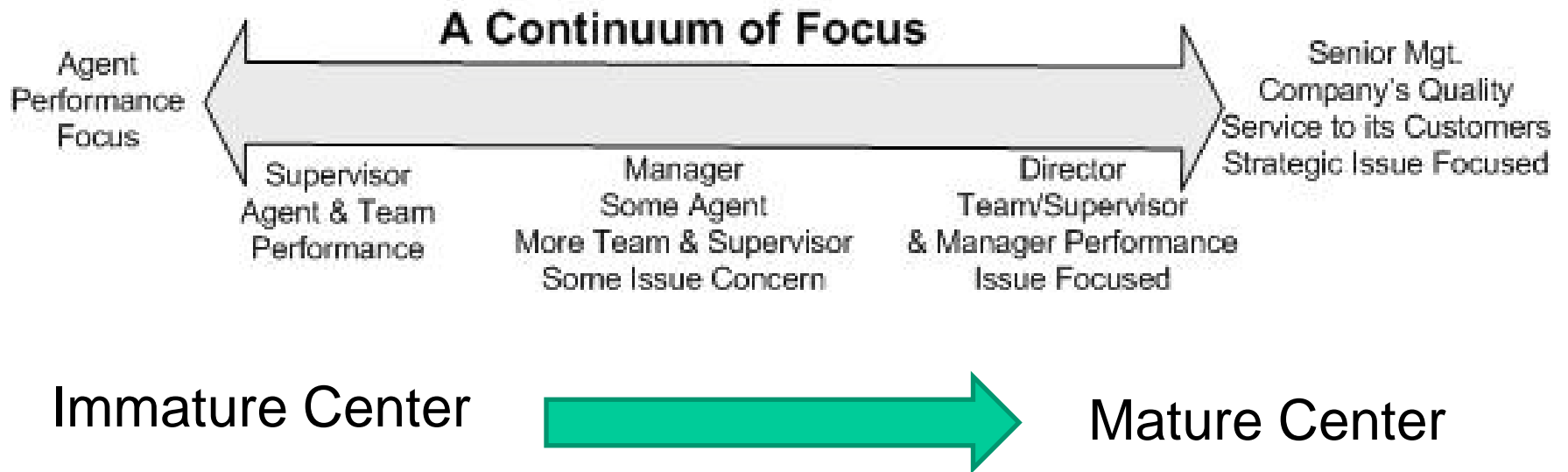
- Completed by Supervisors/team leads or dedicated QA Department,
- Focus on primarily or exclusively voice calls,
- Monitoring 3-5 calls per agent per month,
- Targeted monitors not completed frequently,
- Often a mini performance review,



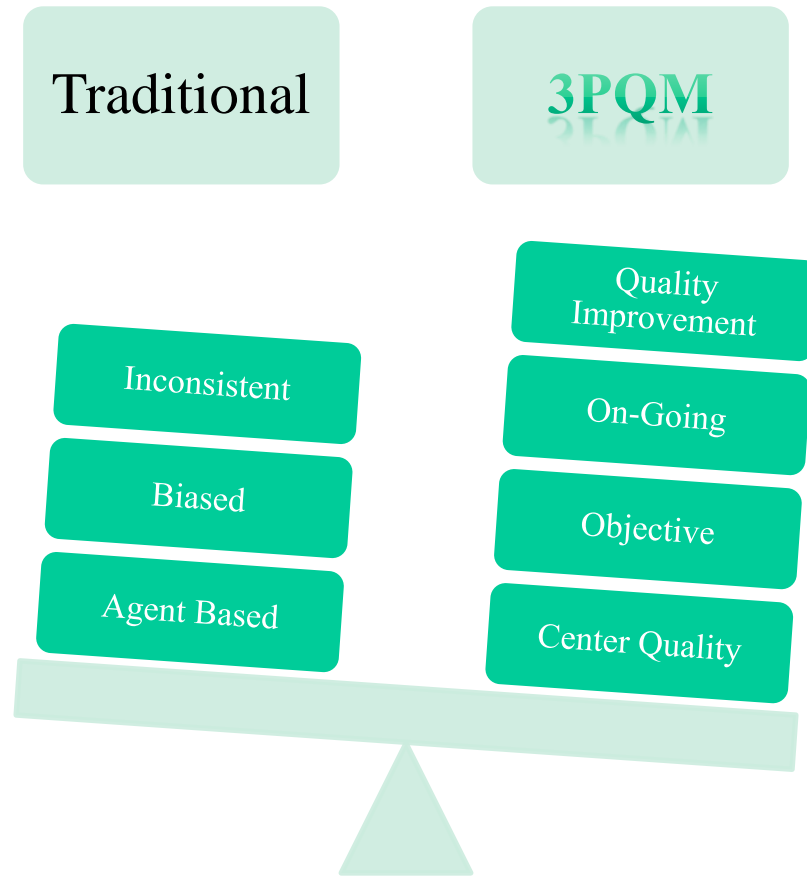
# Risks of Traditional Quality

- Limited if any training of assessors,
- Incomplete- targeted monitors not completed,
- Each assessor scores differently,
- Performance review model shifts focus to catching bad behaviour, and absence of center wide quality view
- Biased and/or subjective assessments,
- Not statistically valid sample,

# Quality Continuum

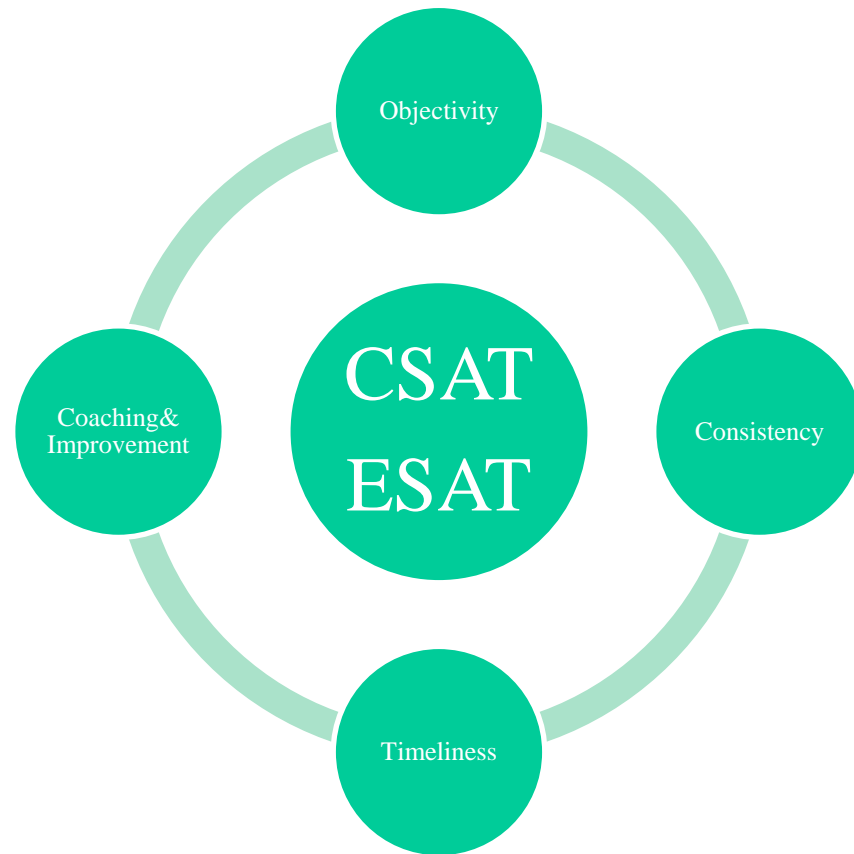


# Comparison of QA Approaches



# Benefits of

## 3PQM



- Objectivity, Consistency, Timeliness & Internal Focus on Coaching & Improvement Initiatives

# Benefits of 3PQM - Objectivity

- Objectivity
  - No Biases – meritocratic approach
  - Role of Evaluator conflicts with role of Coach
    - Meyer, Kay and French (1965)
  - Evaluations not used to reward effort
  - Evaluations only reflect performance vs Standards

# Benefits of 3PQM – Consistency

- All evaluators monitor the same way
- All standards documented in detail
- Examples of behavior that meets, exceeds and falls below standards well documented.



# Benefits of 3PQM - Timeliness

- Close enough to the event that the Agent remembers the experience
- Coaching should happen immediately to effectively improve performance.

# Benefits of 3PQM – Coaching, Improvements

- Acting on the results of monitoring, the internal resources can focus on:

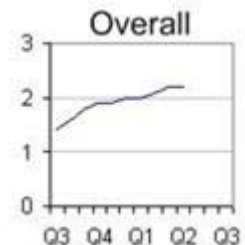
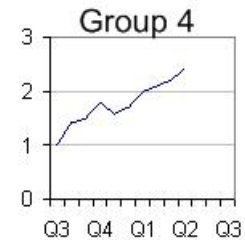
- Coaching for performance improvement
- Introducing improvement initiatives.

– To –

Increase Client/Customer Satisfaction

Increase Profit

- Coaching direction provided to meet the next level





Read our [Case Study](#)

For more information call us at 877-979-8692  
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