



Contact Centre Quality Solutions

Our suite of products has been delivering proven results for companies worldwide and helping enhance customer service for more than 25 years.

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

Samsung Electronics,
European Contact Centre Manager



Why BPA Quality?

With more than 25 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 centre 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 results.

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

Global reach - we can provide our service and delivery to all your time zones.

Partnership approach - our team of experts will work to understand your business model and make our recommendations tailored to your culture.

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

The best staff - professional analysts with multi-lingual capability.

Customisable reporting - technology and feedback solutions customised to your needs.

Flexibility - experience with a range of recording systems and call access (Call Copy, NICE, Witness, Etalk, Verint and others).

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

25



Over 25 years
of industry
experience



Remote Customer Contact Evaluation

The cornerstone of our products and services is Remote Customer Contact Evaluation, focusing on providing accurate and actionable feedback to your business to give you the highest quality feedback and reporting available.

Our team of expert Independent Quality Analysts (IQAs) remotely access your contact recording systems and analyse interactions with customers, whether it's via phone, email, SMS, chat or social media.

They examine each interaction in detail to gather valuable business insight and focus before delivering this 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 and 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 are 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 will 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, maximise 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 customers' 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 organisations 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 continue to make things harder.

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 IQAs 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 the teams 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 observed significant and tangible benefits as a result of Remote Customer Contact Evaluation including reduced handling 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 Contact Insight and Competitive Review

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

Our expert 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 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 in order to increase sales conversion, improve service levels and procedures, test your agents' 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 Contact program

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

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 are experts in all aspects of quality measurement and development, giving us the skills to support any aspect of the process or set up.

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

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

experts can help. For longer-term requirements, our Academy of Quality Management™ team provides the temporary resources that will move your organisation forward while you recruit permanent talent.

Our Academy of Quality Management™ team provides an unmatched range of expertise and experience, and can be called on to provide interim support, business guidance, contact centre 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 organisation with the reasons behind the perceptions, giving you actionable data to keep you on the cutting edge and bring tangible results.

We conduct customer satisfaction surveys using 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 to achieve your goals.

We will work with you to establish your knowledge requirements and then produce the necessary questionnaires to fulfil 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

Agent Training

Brand loyalty is getting tougher to earn, and can be lost within a single click or poor service transaction. A key moment of truth for your customers is what happens when they choose to contact your organisation 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. This challenge also brings opportunity: how do you develop your teams to deliver a service that minimises 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 sales maximisation.

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 will receive ongoing support to develop their skills.

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

45



We use over
45 languages
to converse

Team Leader Coaching 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 paramount to their success and that of your business.

One of the most important tools in a successful team leader's armoury is coaching. More than 25 years' research has shown that the most significant challenge in developing contact teams is often quality – or lack of – feedback staff 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 programme 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 practise 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 into 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, 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 variety of training support services to help organisations setting up QA initiatives. These range from helping your team create introductory training and delivering sessions of different durations (from two hours to three days), through to Train the Trainer workshops for larger organisations.

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

Instep Calibration Services

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

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

But with the most vociferous 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 Instep Calibration™ Works

Our web-based Instep Calibration™ tool allows users to be sent calls to calibrate on and score them 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 organisation.

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 and in supporting Treating Customers Fairly.

2m



2m+ human observations per annum

Social Media Monitoring

Our QAB Social Media Monitoring™ – using the same ideals as our BPA Builder™ – provides a unique approach to measuring your online presence.

We tap into virtually all of the major social media outlets to gather and provide feedback based on the objective measures of customer satisfaction.

Don't have a social media presence?

We will build and manage one using our unique philosophies, allowing customer interaction and providing direct objective feedback!



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

Camelot, Group Manager

500



500+ expert evaluators across 4 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.

In the UK, Europe, Asia, Africa, Australia

T (Int) +44 (0) 140 444 004
T (UK) 0800 195 0506
E uk.enquiries@bpaquality.co.uk

BPA Quality,
Milford House, Pynes Hill,
Exeter EX2 5AZ

In the USA, North and South America

T 1 516 295 3620 (in New York City)
T 1 866 646 8509 (toll free)
E sales@bpaquality.com

BPA Quality, One, Old Country Road,
Suite 330, Carle Place,
New York 11514

www.bpaquality.co.uk