

Can evaluating agents more frequently affect quality scores?

Client

Waste and Environmental Services Company.

Profile

This Waste and Environmental Services Company is the leading provider of waste and environmental services in North America. Its operations include waste collection, waste transfer, disposal, recycling, waste-to-energy conversion and landfill gas projects for nearly 21 million residential, industrial, municipal and commercial customers. Agents handle a total of 20 million customer contacts per year, with the majority being inbound phone calls involving customer service issues such as problems with service, changes to service, establishing new accounts, etc.

- 1,500 agents
- 50 call centers

The Situation

This Waste and Environmental Services Company prides itself on being the number one choice for quality, responsiveness, performance and value. It is very important for the company to provide the very best customer service possible. They are continually looking for ways to 'move the needle.' They wanted to determine if there was a correlation between increasing the frequency of evaluations and quality scores.

The Waste and Environmental Services Company's agents are graded on a scale from 0 to 4.5 with a minimum threshold of 3. Agents' scores were averaging only 1.75; in fact, only 18% of the agents were meeting their quality threshold and 18% were scoring below 1.0! They wanted to know — quickly — if they could improve quality by increasing the frequency of evaluations.

The Test

HyperQuality's analysts designed a plan to research the client's questions.

HyperQuality took baseline data to determine the client's current evaluation frequency and quality scores. HyperQuality then increased the number of evaluations per agent each week over a three week period until they were evaluating over twice as many calls as they were originally.

The Results

After analyzing the data, HyperQuality provided the following findings:

- By evaluating more frequently, the Waste and Environmental Services Company experienced a 37% increase in overall quality scores in a three week period.
- With more frequent evaluations, 54% more agents scored above the company's quality threshold of 3.
- No agents received a score below 1.0

Conclusions & Recommendations

HyperQuality recommended that the Waste and Environmental Services Company continue to evaluate its agents at this higher level. They also recommended increasing evaluation frequency even more to determine if further improvements could be made.



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