

# Does more frequent use of ClearMetrix result in higher quality scores?

### Client

Allconnect.

### Profile

Allconnect provides an easy and convenient method for movers to get connected to their utilities and services. One call to Allconnect connects movers with all the services they know and trust - simply, efficiently and ahead of time. With Allconnect, movers can focus on what's important when they move, enjoying their new home.

- 350 agents
- 6 call centers

### The Situation

HyperQuality provides Allconnect with call quality evaluations and auditing services to help improve the quality of their call centers. This service includes ClearMetrix, an online reporting tool that allows agents to review their evaluation scores and receive personalized feedback on how to improve. Allconnect's management noticed that some agents were accessing ClearMetrix daily, some several times a week and some not at all. Allconnect's management team wanted to know if there was a correlation between the number of times agents accessed ClearMetrix and their quality scores. Were the agents that accessed ClearMetrix achieving higher scores? If lower-scoring agents accessed ClearMetrix more often, would their quality scores increase? Is allowing agents to "self-teach" through this online reporting tool really a valuable way to improve call center quality, or is coaching on its own enough?

### The Test

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

Looking at weekly access numbers over a monthly sample, HyperQuality divided Allconnect's agents into three groups: Agents who never access ClearMetrix, Agents who accessed ClearMetrix one to two times each week, and Agents who accessed ClearMetrix three or more times each week. All of the agents also received standard coaching by their supervisor. HyperQuality then compared the change in quality scores on a week by week basis to determine if the agents who accessed ClearMetrix achieved higher quality scores.

### The Results

After analyzing the data, HyperQuality provided the following findings:

- 7% more agents improved when they accessed ClearMetrix three or more times in the prior week.
- When the agents accessed ClearMetrix three or more times each week, 80% of the agents improved their quality scores the next week.
- When the agents did not access ClearMetrix, 26% more agents had a decrease in quality scores the following week.

The data clearly showed that quality scores improve when agents access ClearMetrix to check evaluations and scores more frequently.

### Conclusions & Recommendations

HyperQuality recommended that Allconnect require all agents to review their scores in ClearMetrix at least three times a week. Logging on to ClearMetrix and reviewing scores and feedback takes no more than 5-10 minutes per day, and ensures that agents receive regular feedback and can make proactive changes to improve quality.

Brought to you by:

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