

Can I compare agents if I monitor some more than others?

Client

A resort reservation center.

Profile

This reservation center supports one of the world's largest resort companies in the world.

- 1,100 agents
- 15 million in-bound calls

The Challenge

Managers at this resort reservation center realized that they were monitoring some of their agents three times as often as they were monitoring their other agents. Quality scores for all the agents were compared to each other and rankings were used to determine bonuses and/or who to "let go" for performance issues. Management was concerned that their system might be unfair due to the inconsistencies in the frequency of evaluations. They wondered if monitoring the agents equally would result in a variation of quality scores, compared to scores from monitoring agents at different frequency rates.

The Test

HyperQuality analysts designed a plan to test their theory.

HyperQuality took an ample sample size of agents and recorded their original quality scores. Some of these agents had been monitored three times more than other agents. HyperQuality then evaluated additional calls manually so that all agents had received an equal number of evaluations. After the test period, the data was analyzed to determine if there were variations in the quality scores. Were the highest scoring agents really the best? Were the lowest scoring

agents still the lowest? Did the scores remain the same despite the change in the number of evaluations performed?

The Results

After testing, HyperQuality's test strategy provided the following findings:

- Management witnessed a large variation in quality scores when all agents were evaluated an equal number of times.
 - 47% of the agents received higher scores
 - 30% of the agents received lower scores
 - 23% of the agents stayed the same
 - The stack ranking of the agents changed dramatically, moving new agents to the top-performing spots and other agents to the bottom-performing spots.

Conclusions & Recommendations

This test clearly showed that in order to fairly compare your agents, you must evaluate them equally.



HyperQuality
For EvenBetter Results

Brought to you by:
HyperQuality, Inc.
316 Occidental Avenue South,
Suite 300,
Seattle, WA 98104
1.877.283.7110
www.HyperQuality.com
sales@HyperQuality.com