

Does Quality Have a Direct Correlation to Revenue?

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 wanted to know if the quality of their customer service had a direct correlation to the revenue they were generating. Were higher quality agents actually producing higher revenue calls?

The Test

HyperQuality analysts designed a plan to test their theory.

During the one-month test period, HyperQuality evaluated each agent as usual. In addition to evaluating the agents on their standard attributes to determine compliance and adherence to policy, HyperQuality recorded the revenue generated from each call. After the test period, the data was analyzed to determine if the agents who achieved higher quality scores also produced calls with higher revenue.

The Results

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

- 14% of the agents achieved a quality score of less than 74% (the company's threshold). That 14% generated just 8% of the total revenue generated during the test.
- 7% of the agents achieved a perfect quality score of 100%. These 7% generated 12% of the total revenue generated during the test.

Conclusions & Recommendations

This test clearly shows that the agents providing a higher quality customer service experience are driving more revenue per call than their lower quality peers.

Call quality is one of the most important aspects of customer satisfaction and should be monitored closely. Frequent monitoring along with strong training and coaching programs can improve quality *and* have a direct impact on revenue.



HyperQuality
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