
Quality Management for Financial Contact Centers

Quality management has served as a mandatory, comprehensive and efficient tool at many contact centers for more than a decade. It provides an independent method for improving agent skills through customized training and can now also increase their efficiency through business process optimization.

Contact centers for financial institutions resemble those of other organizations in many ways. They consult with their customers on products, supply needed services and try to maximize benefits. Of course, they also seek to generate revenue for their respective companies. However, financial institutions often must use contact centers to meet a far stricter set of compliance regulations.

The role of supervisor in a financial call center is often assumed by a company executive who is responsible for the current campaign, identifies with the philosophy and standards of the company, and shares experience with its core financial functions.

Quality Monitoring

By using quality monitoring solutions for banks' contact centers, customer calls can be recorded for training purposes, analyzed based on the representatives' behavior, and used to improve the work product of agents through eLearning sessions based on customized analysis of their skills.

Quality monitoring systems can also educate new trainees for bank contact centers and evaluate the introduction of credit card products to the market. By measuring and implementing tools and arrangements to improve customer service, these contact centers can be synchronized according to the same quality standards as other businesses.

In general, existing voice recording systems can help these organizations comply with stricter compliance regulations through their unique telephony infrastructure. The quality monitoring applications can be added as a layer on top of the current voice recording infrastructure of the institution.

Banks using quality monitoring for quality assurance can then attain a competitive advantage by building a personal and trusting relationship with their customers. This relationship can result in cross selling of credit cards with any other core financial products.

Business Process Optimization

Business process optimization has become an integral part of standard contact centers by reducing costs and increasing the quality and efficiency of processes and customer interactions. It facilitates an integrated and global approach by combining the fields of business process management, voice recording, quality management, eLearning, coaching and speech analytics.

A business process optimization solution for financial institutions can consist of any combination or all of the above components, or any other business-related application to control and improve operational efficiency. It saves time and money by enabling a high quality standard for your loyal customers and attracting new ones through superior service.

Conclusion

Banks and other financial institutions can create a sophisticated team of representatives to increase their productivity and efficiency through optimized use of systems and applications such as business process management, voice recording, speech analytics and eLearning, or by adding new functions and applications for quality management and business process optimization.

About ASC Telecom AG :

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital information, enabling companies and organizations to considerably improve their value creation. Contact centers enhance customer service, efficiently deploy staff and increase productivity.

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