



Davies Consulting

Quality and Compliance

Using interaction analytics to improve quality and compliance

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Increase the scope, depth and accuracy of your quality and compliance monitoring with Davies Consulting's interaction analytics services. We'll give you the ability to analyse 100% of your interactions rapidly, providing greater assurance around regulatory compliance and a far richer insight into agent performance: the perfect foundation for individual coaching and overall quality improvement.

Assuring compliance

For any business in a regulated industry, the risks of non-compliance are well-known. But many organisations also know that the way they monitor those risks in the contact centre is worryingly unsystematic: relying on ad hoc call listening to check whether scripts are being adhered to and essential information given. This approach is also time-consuming for supervisors, who have to review recordings or listen live.

Interaction analytics offers a more robust and less labour-intensive alternative. We'll give you the ability to track usage of essential phrases and spotting 'red flag' issues across 100% of your customer calls, webchats, email and social media conversations. That means you can:

- **Generate reliable reports** on compliance across all issues
- **Identify potential breaches** promptly and take action
- **Recognise problem areas** and improve training and processes.

Transforming quality

We can also bring a more dependable approach to quality monitoring – applying analytics technology to assess interactions against the indicators that matter to your business.

Use automation to track the use of preferred terms, offers and responses; search for patterns in complaints; gather robust evidence, from the interactions themselves, that you can then combine with other data (e.g. Net Promoter Scores) to get a fuller picture.

With teams increasingly working from home or in a mix of settings, the challenge of performance monitoring has grown. Interaction analytics addresses this, providing:

- **Richer insight** into the drivers of satisfaction / dissatisfaction
- **Fairer assessment** of individual agent performance, based on 100% of their interactions rather than subjective review
- **The basis for targeted training and coaching**, to drive up quality overall.

Our Approach

We work with all the leading vendors, but are wholly independent. You can use us to supplement your in-house team – focusing on specific projects – or build a solution and train your analysts in our best practice methodology. Alternatively, you can choose our managed service that simply delivers you the report and recommendations for change.

Supporting transition to a new regulatory statement

Our client had updated its agent scripts to incorporate some important regulatory changes and it had to ensure compliance with the revised wording. It had a month to transition to the new wording and asked us to analyse agent compliance over the introductory period.

We were able to provide clear evidence of the phased adoption of the new wording. The client could identify precisely which teams needed additional training and reinforcement of key messages. By the end of the month, it had achieved 100% compliance with the new statement.

100% compliance with required regulatory statements.

Defining quality – then monitoring it

One of the UK's largest healthcare providers was using analytics effectively to assure its compliance monitoring, but it had identified that its focus on regulation was affecting the customer experience. It wanted to take the same evidence-led approach to quality and asked Davies Consulting to help.

We advised the client to add new CX specific measures into its monitoring framework, such as agent empathy and courtesy scores – both of which we had applied before in different operating environments. We also offered the means to automate measurement, taking subjectivity out and giving agents and supervisors a clear and consistent picture.

The client used this scoring to identify where agents needed support on their soft skills, then provided 1-2-1 coaching to enhance the customer experience, leading to improved retention. The automation itself is estimated to deliver a £1.2m return on investment.

£1.2 million
Return on Investment



As remote working forms part of the new normal for many contact centres, the challenges of maintaining and managing quality and compliance are clear.

Get in touch

To discuss how our interaction analytics services could help you gain the evidence and insight you need, get in touch with

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