

WHAT QA DOESN'T EVALUATE ON CALLS

Here is what you've been measuring when it comes to QA:

- Call handle time
- First contact resolution
- Following the script

But we have data on what ACTUALLY matters and what your current QA solution isn't evaluating. It may surprise you!

Here is an example of a Financial Services customer. It proves that the "lowest" or "highest" KPIs aren't always the best.

P.S. Sandi is the best performing agent for this customer.

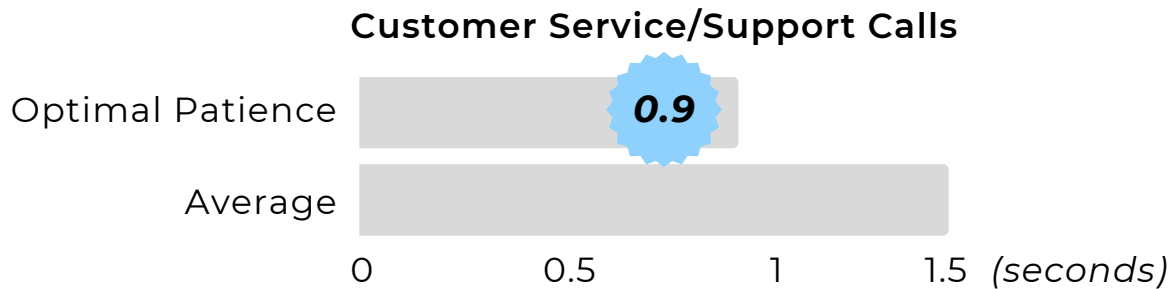
Financial Services Company

This chart is based on 1,000 calls per agent

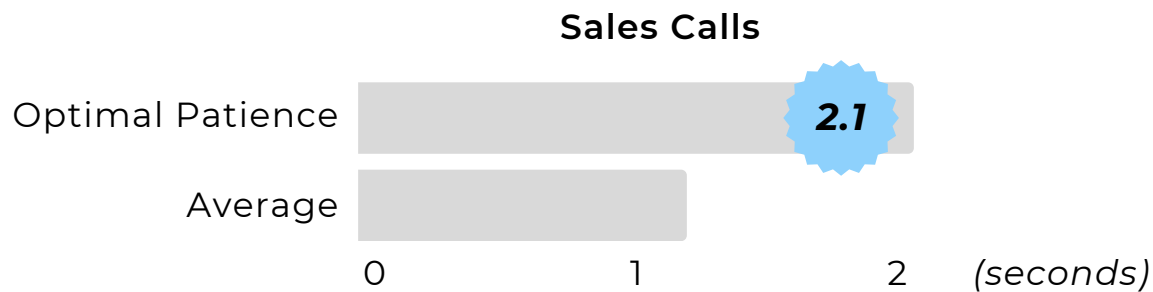
| | Sandi | Bryan | Carlos |
|---|--------------|--------------|---------------|
| Avg Interruptions | 0.8 | 1.3 | 2.4 |
| Playbook Completion | 81% | 74% | 73% |
| First Call Resolution | 85% | 98% | 100% |
| Avg Patience <i>(seconds)</i> | 0.73 | 0.50 | 1.42 |
| Avg Handle Time | 2:02 | 3:29 | 4:32 |

Here are 4 things your current QA system isn't evaluating, but should be...

1 Patience in responses

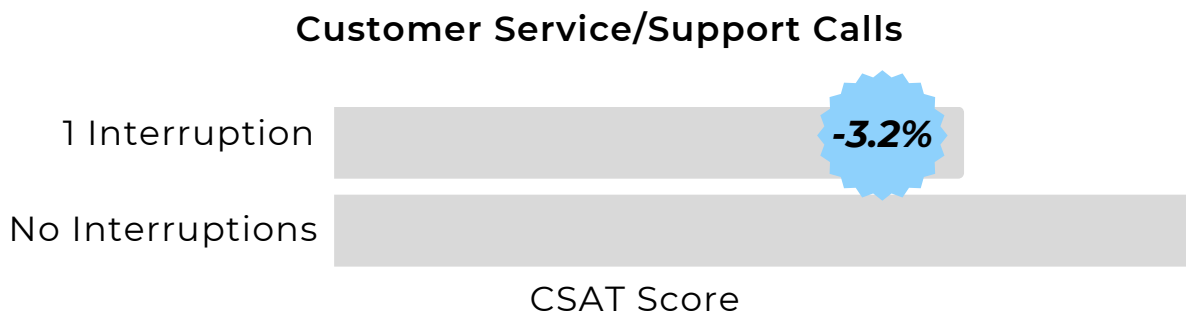


Answering questions within 1 second results in an 11% decrease in AHT.



Waiting 2.1 seconds after an objection leads to longer sales calls which is more likely to turn into an opportunity.

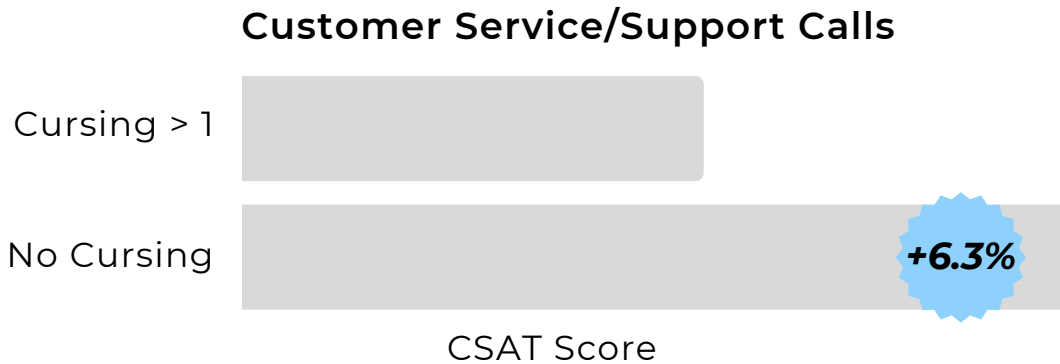
2 Interruptions



Every time you interrupt, the CSAT score from a call can drop by 3.2% or more because the person feels like they aren't being heard.

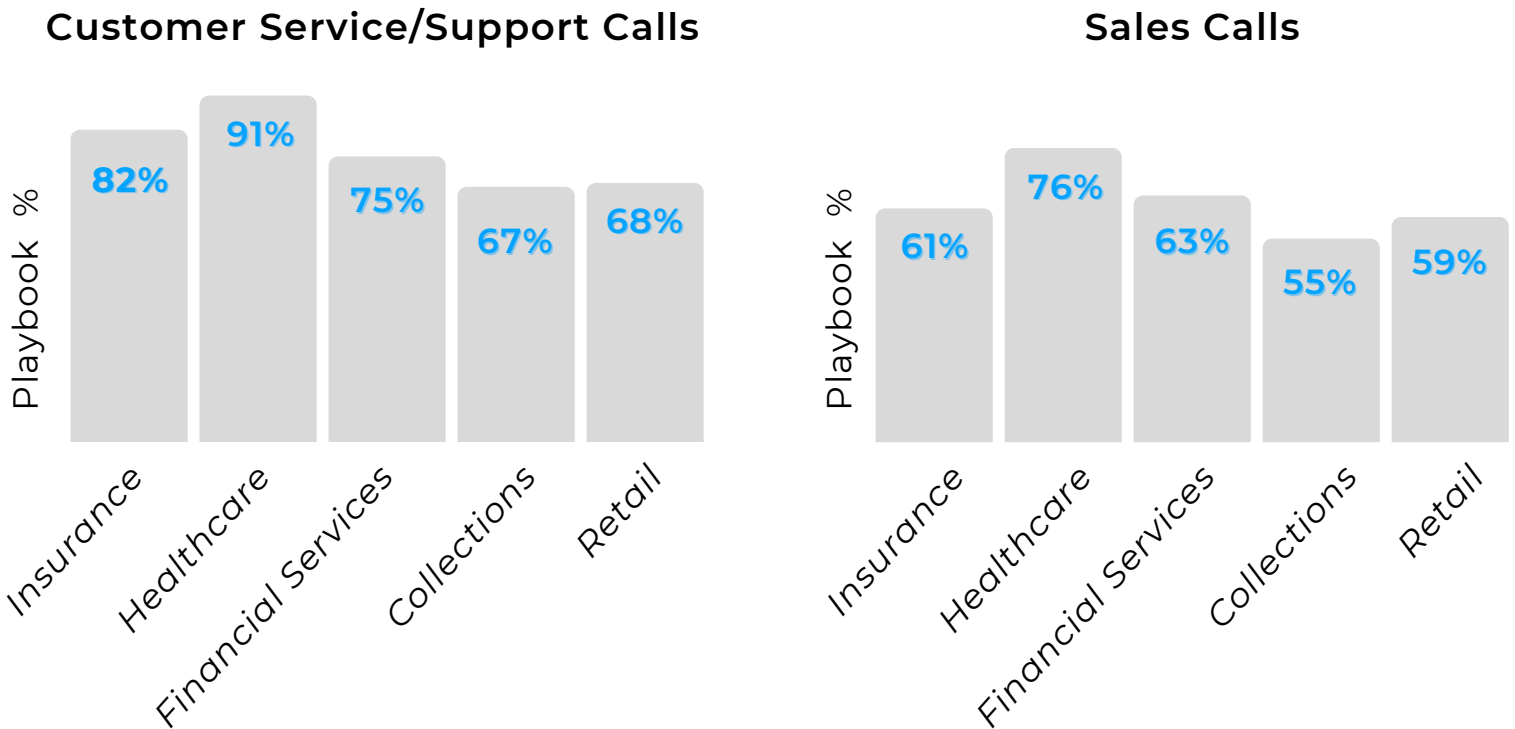
We dive into more details on why on page 4.

3 Cursing on calls



Not cursing leads to a 6.3% higher CSAT score than calls where an agent curses.

4 Optimal playbook/script completion



Optimal playbook completion % based on successful call outcomes

The details on **WHY** you should be evaluating these “metrics”...

1 Patience in responses

Patience can make or break a phone call. Answer too fast, you may be interrupting. Answer too slow and the person might get agitated.

When it comes to sales calls, patience is your best friend. Prospects are likely to spill the beans when there is an awkward silence.

On customer service/support calls, it can have the opposite effect.

It's all in how you respond to a customer's irritation at the intentional silence.

The next time a customer asks "Are you still there?" or "Are you even listening to me?"

Respond back with "Absolutely, I was just giving you enough time to finish your thoughts. I didn't want to interrupt."

2 Interruptions

Some say that interruptions play a pivotal role during calls.

We see the exact opposite. Regardless of whether it's a sales call or a customer service call.

Interrupting a customer or prospect can create tension. The numbers don't lie from the millions of calls we've analyzed.

3 Cursing on calls

It's common knowledge that cursing on sales calls can be beneficial as it lightens the conversation.

However, we're not saying that it leads to more opportunities. You need to judge the prospect and their tone before throwing out a curse word.

What about customer service/support calls? It has the opposite effect. CSAT scores take a hit every time an agent curses during these types of calls.

4 Optimal playbook/script completion

(hint hint, it's not always 100%)

When leaders put together playbooks or scripts, they tend to think that 100% of that needs to be asked in order for a call to end in a successful outcome.

While there are regulations that require certain points to be stated, the completion percentage can vary based on industry and type of call.

The important part is measuring what matters.

By pulling together the dispositions from your dialer/UCaaS system and measuring playbooks against those, you can be sure to only pay attention to the calls that matter.

This data is brought to you by Abstrakt Labz. Millions of calls are analyzed to provide you with the best practices on what works and what doesn't.



ABSTRAKT

Have you ever thought about solving compliance risks before they happen?

Abstrakt identifies and addresses QA issues in real-time while agents are on the phone. Because we believe QA shouldn't have to wait until after the call is over.

Layer Abstrakt in your tech stack with a seamless integration into your dialer or CRM. No coding or training is needed.

Reporting Dashboard

Conversational [QA](#)

Filters

All Dispositions | Last 30 Days | All Users | QA Users | All Teams | All Playbooks

Completed Evaluations: **1,070** | Users Evaluated: **740** | Average Score: **81%**

QA Managers [Users](#)

| PLACE | USER | CALLS SCORED | FEEDBACK STATUS | AVG QA SCORE | DISPUTES | ACTIONS |
|-------|-----------------|--------------|----------------------------|--------------|---|----------------------------|
| 1st | Daisy Jones | 100 | Accepted: 88 Pending: 12 | 89% | Submitted: 14 Rejected: 8 Accepted: 6 | View Calls |
| 2nd | Allison Hirthe | 63 | Accepted: 59 Pending: 4 | 88% | Submitted: 14 Rejected: 8 Accepted: 6 | View Calls |
| 3rd | Eddie Roundtree | 37 | Accepted: 30 Pending: 7 | 71% | Submitted: 14 Rejected: 8 Accepted: 6 | View Calls |
| 4th | Lewis Schmitt | 78 | Accepted: 40 Pending: 38 | 68% | Submitted: 14 Rejected: 8 Accepted: 6 | View Calls |
| 5th | Mary Nicolas | 69 | Accepted: 60 Pending: 9 | 53% | Submitted: 14 Rejected: 8 Accepted: 6 | View Calls |

[See Abstrakt In Action](#)

abstrakt.ai
sales@abstrakt.ai