

Webinar Follow-Up Playbook:

Quality Management in the Contact Center: Are you Listening to your Customers?

WEBINAR DETAILS

Topic: Methods for enhancing overall customer experience with quality monitoring and real-time speech analytics

Hosted by: Enghouse Interactive

Date/Time: Thursday, February 25 at 2 pm ET / 11 am PT

Speakers:

Nigel Olding, Senior Product Manager, Enghouse Interactive
Konrad Kunze, Product Manager, Real-Time Speech

Description:

We all know the customer experience reigns supreme, but are your agents really listening to your customers? Best-in-class contact centers go above and beyond to ensure agents deliver efficient, memorable conversations, every time. Join us as we discuss how you can significantly enhance the overall customer experience with quality monitoring and real-time speech analytics.

During the webinar, you will learn:

- Strategies to improve efficiency by evaluating agents
- How to quickly identify training gaps and improve coaching
- Methods for reducing liability and maintaining compliance
- Tactics to boost agent skill levels, satisfaction, and retention

WEBINAR SLIDE DECK

http://info.enghouseinteractive.com/rs/547-FBA-390/images/Quality%20Management%20in%20the%20Contact%20Center_2.25.16.pdf

WEBINAR RECORDING

<https://vimeo.com/156752127>

WHITEPAPER

<http://info.enghouseinteractive.com/rs/547-FBA-390/images/WHITEPAPER%20-%20QMS%20-%20Are%20your%20customers%20listening.pdf>

PRODUCT SHEET

http://info.enghouseinteractive.com/rs/syntellect/images/QMS_2015.pdf

FOLLOW UP COMMUNICATION PLAN

1. Following the webinar, we will receive a list of the registrants and attendees.
2. The first automated email for the Quality Management in the Contact Center was sent Mon., Feb. 29 via Marketo. All leads that were previously assigned to you during the registration process were sent the first email follow-up (found below) on behalf of Enghouse Interactive.
3. Only the first email was sent via Marketo. It's your responsibility to coordinate the following two emails based on your interactions with the leads. Please feel free to use the email content below as a template and revise, as needed, to keep the communications authentic.

Email #1: Sent on Mon., Feb. 29 – via Marketo

Attendees (attended webinar)

Subject line: [Recording] Quality Management in the Contact Center Webinar

Hi <Lead Name>,

Thanks for joining us at the Quality Management in the Contact Center: Are you Listening to your Customers? webinar! You can download the slides [here](#), and watch the recording [here](#).

As mentioned in the webinar, check out our whitepaper, [Are you Listening to your Customers?](#), to learn how QMS is more than just call recording.

If you would like to see a customized demo or take a deeper dive into any of the components you saw during the webinar, please reply to this email.

Our next webinar, **Building a Customer Journey of the Future**, is **Thursday, March 24 at 2 pm ET / 11 am PT**, where you'll learn:

- How to successfully create, view, and support an omni-channel customer journey
- Ways to efficiently enable agents to access all channels within their skill set and provide an effortless customer experience
- Methods to leverage quality management to capture the customer experience and use it to further enhance the customer journey
- Real-life examples from your peers

[REGISTER](#)

Hope to see you there!

Thanks,
The Enghouse Interactive Team

Email #1: Sent on Fri., Jan 29 – via Marketo

No Shows (Registered but did not attend)

Subject Line: We missed you at the Quality Management in the Contact Center Webinar!

Hi <Lead Name>,

Thanks for your interest in the Quality Management in the Contact Center: Are you Listening to your Customers? webinar. Sorry we missed you. You can download the slides [here](#), and watch the recording [here](#).

Check out our whitepaper, [Are you Listening to your Customers?](#), to learn how QMS is more than just call recording.

If you would like to see a customized demo, please reply to this email.

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- Real-life examples from your peers

[REGISTER](#)

Hope to see you there!

Thanks,
The Enghouse Interactive Team

Email #2: To be sent on Tues., March 8 *Sent by SDR*:

Attendees & No Shows:

Below is the messaging content for follow-up email #2 that will be sent out by the assigned SDR.

Subject line: Are you listening to your customers?

Hi <Lead Name>,

I hope you learned several tips during last week's webinar covering methods for enhancing your overall customer experience with quality monitoring and real-time speech analytics.

During the webinar, Nigel revealed that 86% of consumers quit doing business with a company due to a bad customer experience, and 51% said they would only attempt to reach support once before giving up on a purchase.

Is your quality monitoring strategy designed to optimize every interaction of the customer experience?

Is there a morning or afternoon coming up that you could discuss?

Thanks,

Your Email Signature

Email #3: To be sent on Tues., Mar 16 *Sent by SDR*:

Attendees & No Shows:

Below is the messaging content for follow-up email #3 that will be sent out by the assigned SDR.

Subject line: How are you monitoring the quality of your customer interactions?

Hi <Lead Name>,

During Enghouse Interactive's recent webinar, Nigel highlighted ways you can significantly enhance the overall customer experience with quality monitoring and real-time speech analytics, including tactics to review, monitor, and improve.

What strategies do you currently have in place for monitoring the quality of your customer experience?

Is there a morning or afternoon this week that you could briefly tell me about your contact center?

Thanks,

Your Email Signature

***Before calling*:**

- Do your research on any relevant events or hot topics happening in their area/state (weather-related, news-story related, etc.)
- Search for commonalities on LinkedIn (attended the same school, lived in the same area, worked for the same company, similar interests/involvement in activities, charities, etc.)
- Find any opportunity to keep the call conversational and personalized

- Leverage the out of office notifications – people often add personal tidbits, such as on vacation in Hawaii, on their honeymoon, maternity leave, at a conference in Vegas, etc. that you can mention

The best times to call are typically in the morning hours and mid to late afternoon

VOICEMAIL FOLLOW-UP SCRIPT (Feel free to personalize as you see fit)

Hi <Lead's Name>, it's <your name> from Enghouse Interactive.

Thanks for your interest in our recent webinar on Quality Management in the Contact Center: Are you Listening to your Customers?

I wanted to follow up to see if you had any questions for our speakers.

You can reach me at <provide your phone number>.

Looking forward to speaking with you.

Thanks again!

<your name>

CALL SCRIPT (Feel free to personalize as you see fit)

Attendees (attended webinar):

Follow-up Script

Hi <Lead's Name>, it's <your name from Enghouse Interactive>.

Thanks for your interest in the webinar on how to improve your customer experience with quality monitoring and real-time speech analytics.

I wanted to follow up to see if you had any questions about what was covered in the webinar.

Can you tell me about your role at <XYZ Company> and current projects?

Additional qualifying questions to ask (depending on the answers provided):

- Do you currently have quality monitoring and real-time speech analytics in place?

If yes:

- What's the biggest roadblock you've encountered when it comes to quality monitoring?
- What improvements would you like to make to your current strategy?
- How are you managing the quality management process?

If no:

- Are you planning to implement a quality management process and/or real-time speech analytics?
- What timeframe are you looking at?
- What do you need to establish before moving to quality management?

No Shows (registered, but did not attend webinar):

Hi <Lead's Name>, it's <your name> from Enghouse Interactive.

Thanks for your interest in our recent webinar on Quality Management in the Contact Center: Are you Listening to your Customers?

I sent you an email (insert when email was sent, i.e. earlier today, yesterday, Tuesday...) and wanted to follow up to see if you had a chance to check out the slides or recording of the webinar.

If yes:

Did you have any questions about what was covered in the webinar recording?

Can you tell me a little bit about your role and current project(s)?

Additional qualifying questions to ask (depending on the answers provided):

- Do you currently have a quality management process in place?

If yes:

- What's the biggest roadblock you've encountered when it comes to quality monitoring?
- What improvements would you like to make to your current strategy?
- How are you managing the quality management process?

If no:

- Are you planning to move to a quality management approach?
- What timeframe are you looking at?
- What do you need to establish before moving to quality management?

VOICEMAIL/CALL DOCUMENTATION IN SALESFORCE.COM

1. Under Activity History on the lead record in Salesforce, select **Log a Call** and enter as many details in the Comments section as possible. Then, **set up a follow-up task*** and **Save**.

2. If the lead indicates that they're not currently planning to move to an omni-channel status, is using a competitor's solution, or does not have an active omni-channel initiative in the near future, change the **Lead Status** from Open to **Nurture**.

If the lead indicates that they're currently in the process of moving to omni-channel, expresses interest in Enghouse's solutions, or answers favorably to the qualifying questions, change the **Lead Status** from Open to **Working**.

*Follow up-tasks:

- Goal: 7 follow ups per two weeks
- 2-3 calls for each email that is sent out is a good rule of thumb to follow (for example, every other day)
- Always log your activity—whether you spoke with someone or left a voicemail or email
- If the Lead Status is changed to Working—still continue to log your activity
- Once a lead is ready to convert to a Sales Rep for a deeper dive, contact the applicable CAM to verify and walk through the next steps of the sales process