

Quality Management Powered by Advanced Analytics

Focus on the Best Agents and Behaviors to
Drive Business Improvement

Enkata builds upon traditional quality management (QM) functionality with advanced analytics, automated workflows, closed-loop coaching and integrated performance management to enhance QM process efficiency and effectiveness. When you focus on the right agents and customer interactions, you can drive continuous improvement in business performance and customer satisfaction.

Enkata Quality Management improves QM efficiency, effectiveness and results.

The Enkata solution lets you:

- Identify individual agent behaviors with the highest potential for business improvement.
- Optimize QM staff resources and increasing value-add activities.
- Streamline review and dispute processes with automated workflows.
- Monitor coaching effectiveness by tracking follow-on agent performance.
- Enhance evaluator consistency with automated analysis of scoring variances and trends.

Overview

Traditional quality management, which is based on a random selection of calls and covers only a small percentage of customer interactions, focuses on ensuring that agents perform according to a certain set of standards. That's important, but it misses a much bigger picture – how the performance of your agents impacts your business' ability to achieve its goals.

Enkata's Quality Management solution helps you make important connections between agent and business performance, while simultaneously ensuring compliance with quality standards. At the same time, it increases the productivity of your quality team giving them more time to spend on activities that directly drive performance improvement.

Expand the Reach of QM to Include Every Customer Interaction

The power of advanced analytics enables Enkata's Quality Management solution to go far beyond random selection and small sample sizes. In fact, you can assign a quality score to every customer interaction. Multiple analytical sources – speech, desktop, cross-channel and performance – give you a complete, big-picture view of how each individual agent's performance supports, or hinders, attaining overall goals for revenue creation, customer satisfaction, profitability and more.

Improve Efficiency and Add More Value to the QM Process

Get more out of your QM resources by removing unproductive time spent looking for the right interactions to review and identifying coachable behaviors. Enkata's Quality Management solution automatically



Customer interactions are automatically presented for evaluation based on their relevance to business goals.

delivers interactions for review based on their relevance to targeted business initiatives, such as compliance, FCR, agent productivity and customer satisfaction. Automated workflows streamline key QM processes for evaluations, reviews, coaching, calibrations and agent disputes. This further enhances staff productivity while ensuring timely completion and adherence to process controls.

Focus on Behaviors with the Most Business Impact

Enkata's Next Best Action framework automatically compares agent performance to peers and determines which interactions – for which agents – had the biggest impact on achievement of desired business outcomes. Equipped with this knowledge, your QM organization can focus its coaching activities on specific agents and behaviors with the highest potential to improve business performance.

Close the Loop on Performance to Drive Continuous Improvement

Enkata's Quality Management solution integrates proven, powerful performance management capabilities to ensure your company fully realizes the potential of the QM process to drive continuous improvements. Our closed-loop coaching methodology monitors agent performance after coaching occurs to assess coaching effectiveness and ensure agents make desired progress.

Part of the Enkata Customer Journey Cloud

Enkata's Quality Management solution is part of our Customer Journey Cloud, which encompasses our unique interaction analytics platform that turns customer contact and agent performance data into actionable insight. The Enkata Customer Journey Cloud offers a complete suite of cloud-based customer experience analytics solutions. The solution provides a rich set of capabilities enabling workforce analytics and performance management for contact center and claims processing operations.

Learn More

Enkata takes a unique approach to quality management, delivering the targeted insights you need to make strategic investments in coaching to improve quality levels and business outcomes. To learn more, call us at 650.453.3800, or visit us online at www.enkata.com.

About Enkata

Enkata is a leader and innovator in cloud-based customer experience analytics. Our solutions give customer-centric companies visibility into the entire customer experience across each customer touch point – social, self-service, live assistance, and retail sales and service operations. Customers achieve impressive gains in customer service industry rankings while reducing the cost to service each account. Enkata's Customer Journey Cloud is a set of analytics-powered solutions that capture unstructured data from voice and desktop sources used to improve operational process and employee performance. Fortune 100 companies trust Enkata to examine millions of customer interactions each day ensuring that each is delivering value to their customers. For more information, please visit www.enkata.com.



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