

# QUALITY CONTENT MONITORING PROGRAM OVERVIEW

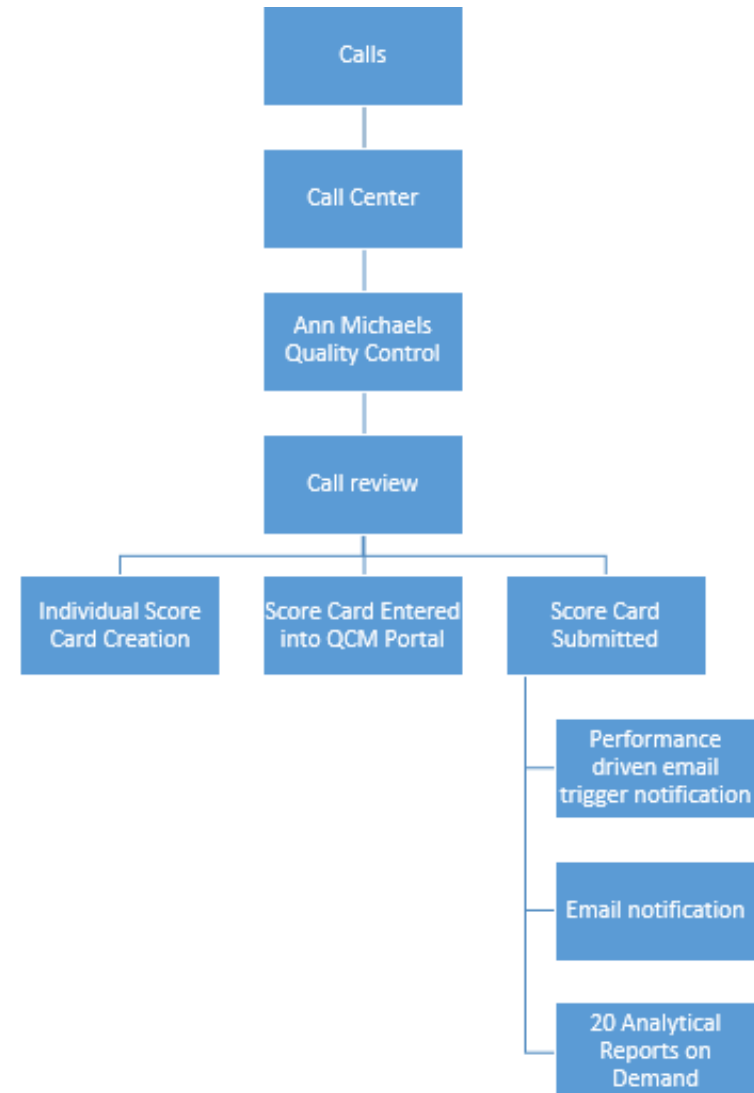
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# Needs Analysis

When call centers record inbound customer service calls, the company may wish to develop a program to methodically measure performance. This can be extremely useful, as “real” situations are evaluated. Utilizing a third party vendor for this purpose removes evaluator bias and offers efficiencies and cost savings to the client.

- Recorded calls can be submitted electronically or Ann Michaels & Associates will provide access to the call management platform for call retrieval.
- Calls will be reviewed and evaluated based on client specific criteria.
- Evaluations will be documented in a score card fashion and submitted to the client as each evaluation is complete. The actual recording will be attached to each score card for reference and easy retrieval.

# Quality Content Monitoring Process



# QCM Services Overview

## PROGRAM DESIGN

Our goal is to build relationships with our clients, providing a truly unique program. Ann Michaels & Associates focuses on each client's specific key performance indicators & expectations regarding the customer experience, and designs score cards around these initiatives with which to evaluate customer service calls. Our goal is to "measure what you train for."

A Quality Content Monitoring Score Card is created with three major components:

SECTIONAL SCORES	
Overall : (149/175)	85%
Phone Call : (20/30)	67%
Exterior : (20/20)	100%
Interior : (14/15)	93%
Sales Associate : (10/10)	100%
Sales Associate Interaction : (45/60)	75%
Purchase Transaction : (25/25)	100%
Overall Impressions : (20/20)	100%



**Overall Performance: points are assigned to each question; report is graded report-card style**



**Sections are created based on customer touch points within a typical visit**

# QCM Services Overview

## PROGRAM DESIGN (con't)


SALES ASSOCIATE INTERACTION		
Was the employee friendly and willing to help you?	5/5	Excellent
Did the employee have good product knowledge?	5/5	Excellent
Did the employee ask questions about your vehicle (mileage, what issues you are having, etc)?	5/5	Yes
Were you offered different options for your purchase?	5/5	Yes
Which of the following was offered/discussed? Please check all that apply	15/30	Installation Kit Offer to check injectors Troubleshooting (why you feel you need an injector, what trouble the vehicle is having, etc)



Questions are customized & based on client's key performance indicators; each receives a point value

# QCM Services Overview

## PROGRAM DESIGN (con't)

Overall Impressions		
100% (10/10)		
Overall, was your phone call handled in a professional manner?	5/5	Excellent
Please rate the overall friendliness of the representative(s) you spoke with	5/5	Excellent
Recorded Telephone Call		
Link to Recorded Conversation		Call time: 07/29/2013 04:55pm Call length: 5 min 7 sec 



Each score card will contain a link to the recorded conversation; one click will open up the recording for easy listening and as a reference as the score card is being reviewed.

# Analytical Reporting Capabilities

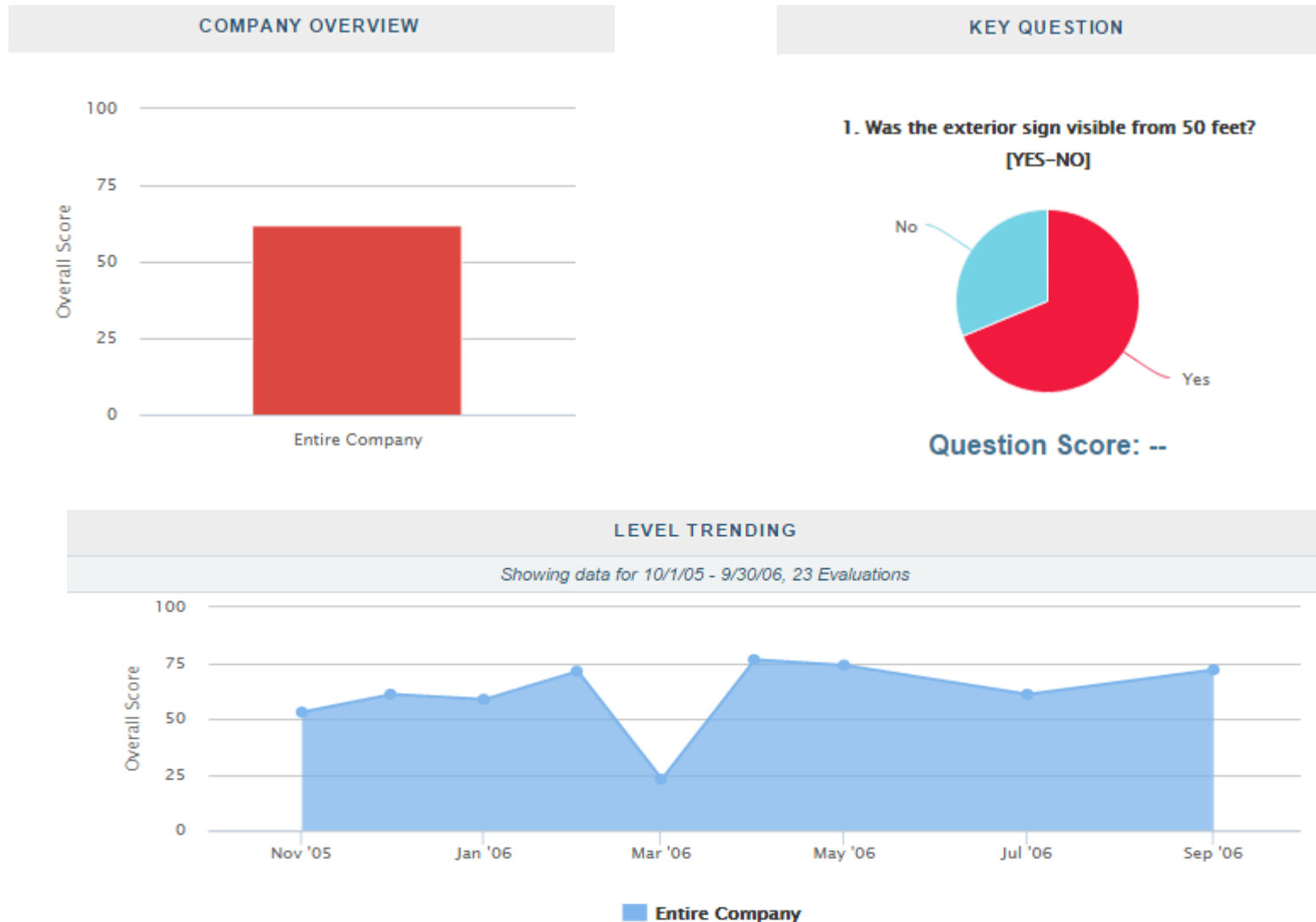
- Analytical reporting is available 24/7 - permissions based on company hierarchy
- Email notifications
  - as quality content monitoring score cards are ready for review
  - when evaluations fall above or below a specific threshold, as dictated by the client
- Dashboard Reporting
  - customized to display data relative to client objectives
- Interactive Suite of Analytical Reports – examples below; over 20 reports available

Summary Report  
Summary Graph  
Cross Tabulation  
Trend Report

Location Comparison  
Service Scores  
Net Promoter Score  
Customized Reports Available

# Dashboard Reporting

- Dashboard view is customized to show the data most important to each client

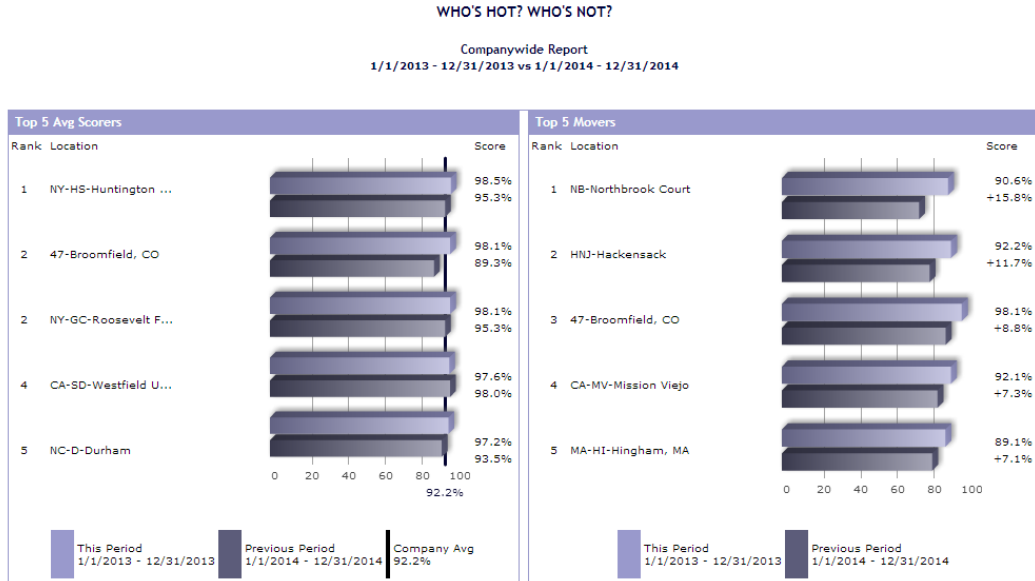


- Instant view of “health” of program on login
- Hierarchy allows staff to only see data for locations they are responsible for



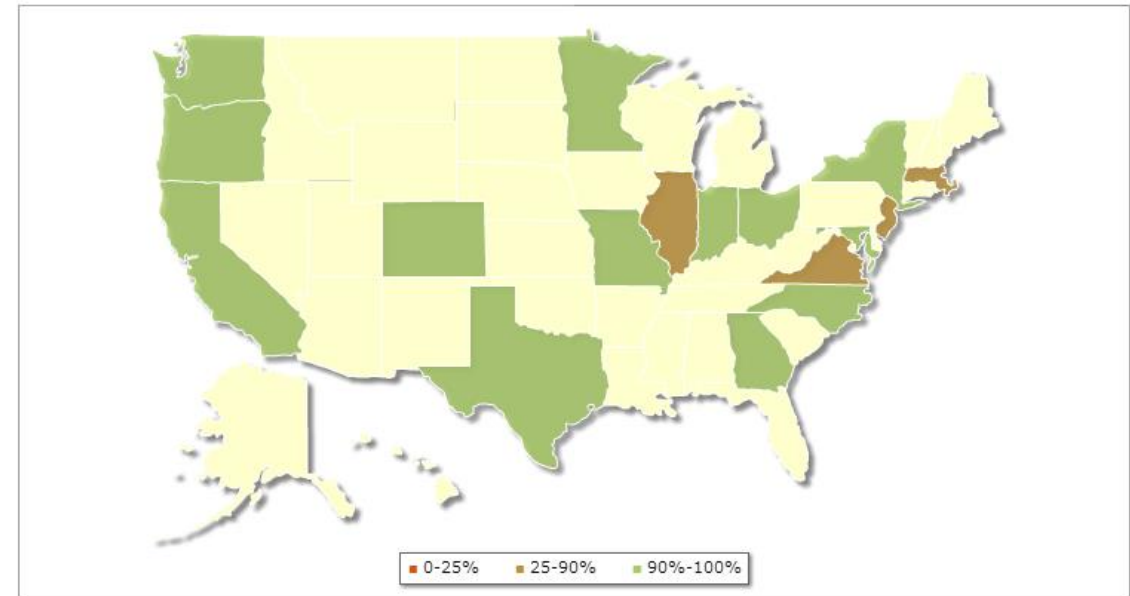
# Analytical Reporting

**Who's Hot, Who's Not** – ranks top five and bottom five locations based on performance within a time frame



## MAP-TASTIC

Companywide Report  
1/1/2014 - 12/31/2014



**Maptastic** – color coded map shows performance percentages across geography

# Analytical Reporting



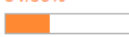



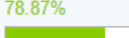
**Exception Analysis** – ranks locations by overall performance and/or sectional scores

## EXCEPTION ANALYSIS

Companywide Report  
1/1/2014 - 12/31/2014

- Section 1: Acknowledgement and Greeting
- Section 2: Sale and Technique
- Section 3: Overcoming Objections
- Section 4: Fitting Room
- Section 5: Wrap Desk
- Section 6: Restroom
- Section 7: Facility
- Section 8: Overall Impressions

Location ID - Name	Evaluations	Average Score %	S1 %	S2 %	S3 %	S4 %	S5 %	S6 %	S7 %	S8 %
44 - Mall of America	4	100.00	100.0	100.0	100.0		100.0		100.0	100.0
MD-AM - Annapolis	4	100.00	100.0	100.0	100.0		100.0		100.0	100.0
WA-B - Bellevue	4	99.25	100.0	96.5	100.0		100.0		100.0	100.0
GA08 - Atlanta, GA	4	98.75	100.0	96.5	100.0		100.0		100.0	96.5
42 - Seattle, WA	4	98.50	100.0	93.2	100.0		100.0		100.0	100.0
OR-WS - Washington Square	4	98.50	100.0	93.0	100.0		100.0		100.0	100.0
TX-FR - Stonebriar	4	98.50	100.0	93.0	100.0		100.0		100.0	100.0
TX-SA - La Cantera	4	98.00	100.0	89.8	100.0		100.0		100.0	100.0
CA-SD - Westfield UTC-San Diego	4	98.00	100.0	89.8	100.0		100.0		100.0	100.0
HG - Houston, TX	4	97.75	100.0	89.8	100.0		100.0		100.0	100.0
OH-B - Beachwood	4	97.75	100.0	93.2	100.0		100.0		98.2	96.5
1156 - Atlanta, GA	4	97.50	100.0	93.2	85.8		100.0		100.0	100.0
1 - Portland, OR	4	97.25	100.0	96.5	71.5		100.0		100.0	100.0

SURVEY SUMMARY			
Showing data for all dates, 654 Evaluations			
Question	Breakdown	Question Score ?	Potential Impact ?
1. Was the exterior sign visible from 50 feet? [YES-NO]	69.20% - Yes 30.80% - No		
Did the greeter open the door for you ? [YES-NO-NOT APPLICABLE - if N/A, this question can be omitted from the scoring]	50.69% - Yes 33.26% - No 16.06% - N/A	50.69% 	+2.10%
Pick of the Week display	65.93% - Yes 34.07% - No	45.57% 	+3.48%
Top Ten Sellers display	50.00% - Yes 50.00% - No	34.56% 	+4.18%
Ambiance			
Describe your first impression upon entering the building [MULTIPLE CHOICE RADIO BUTTON]	48.74% - Impressed 28.51% - Excited 22.76% - Intimidated	58.24% 	+5.32%
Which lighting scheme was being used ? [MULTIPLE CHOICE PULL DOWN MENU]	45.75% - Bright 30.80% - Cozy 23.45% - Random	61.15% 	+3.30%
Rate the "ambiance" from 1 (poor) to 10 (excellent) - [SCORED NUMBER - the number entered is the number of points awarded for this answer]	6.30	63.00% 	+3.13%
Floor Staff			
How many staff were present on the floor ? [NUMBER]	4.34		
Rate the general appearance of the floor staff	68.36% - Neat Appearance 21.02% - Too Casual 10.62% - Slovenly	78.87% 	+1.79%

**Survey Summary** – view performance for each question on the survey to find areas of strength and improvement; can view on a company wide, district, or location specific level

# Pricing: Quality Content Monitoring Program

Pricing based on frequency and call complexity; please call for pricing

## Evaluation Details:

- Initial Greeting/Length of Time to Answer Call
- Employee Professionalism/Knowledge
- Customer Discovery Skills (Cross Sell, Product Suggestion, Awareness of Additional Products)
- Sales Skills/Asking For The Sale
- Client specific KPI's and performance standards set forth by the client
- Calls Will Be Attached to the Score Card for easy reference

# Company Overview – Ann Michaels & Associates

- Providing Mystery Shopping Services since 1998
- We work with a wide variety of industries in B2B in several verticals, including appliance parts & sales, office supply programs, metals & materials testing facilities, and portable storage rental– we do not outsource any component of programming
- Authored Quirks Marketing Review Article focused on a complex B2B mystery shopping program. Click on [this link](#) to view article.
- Association Members:
  - Mystery Shopping Providers Association (MSPA)
  - Gold Company -Quirk's Marketing Research Review

Thank you again for reviewing the Quality Content Monitoring Program Services Overview. We appreciate your time and consideration. Should you have additional questions or wish to see an online demonstration of our platform and its capabilities, we will be happy to schedule a time that is most convenient for you.

Thank you again!

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