

Loway presents

Automating QA with QueueMetrics



QA is an effective process, and greatly improve the awareness of a Call Center Administrator. This said, it also brings along a series of disadvantages:

- Reviewing calls manually is very expensive
- Most calls are not very informative
- Biased sampling

What if we could automate it?

QueueMetrics is a highly scalable monitoring and reporting suite that addresses the needs of thousands of contact centers worldwide and offers a broad range of integrated benefits like agent productivity monitoring, target measurement, conversion rates tracking, realtime campaign statistics analysis and an easy to use interface. It's available on premise or as a cloud hosted solution service.

Automating the QA process can be a very useful choice for call-centers that heavily really on Quality Assessment. But how can this system work? Here is a general outline of an automated QA process:

- The agent transfers the call to an IVR at the end of the interaction
- 70-80% of callers will accept
- The IVR gathers simple information (“Are you satisfied?” - “Problem solved?”).
- Asterisk pushes this information to QM as a QA Form

Targets:

- You have a way to review issues immediately
- You can monitor quality fairly and continuously

Surveys - QM set-up

The screenshot shows the QueueMetrics web interface. The top navigation bar includes the QueueMetrics logo, a 'YourLogo' placeholder, and user information 'Demo Admin | Administrator'. The main menu contains links for Home, Users, Queues, Agents, Groups, Locations, Outcomes, Features, Pauses, QA (highlighted), PrfTrk, Reports, Exports, IVR, DNIS, and Nums. The central content area is titled 'QA: Forms Editor' and displays a configuration form for a QA form named 'SATISF'.

Form name:	SATISF
Security key for input:	
Security key for reports:	
Queue visibility:	
Form locked?:	No
N. calls graded:	0
Section Names	
section 1:	Satisfaction
	(SAT)

Create a QA form called “SATISF” with the following configuration:

- One section
- One single yes/no question - “Are you satisfied with the interaction?” (item SAT)

Create a remote user in QM with the following configuration:

- User “qasubmit” password “passw0rd”
- Class ROBOTS
- Custom security key “QATRACK” Surveys

Asterisk set-up

- When calling the queue, we need to store the original Uniqueid of the call and the Queue used using the inheritable channel variables.
- Allow unattended transfers on the queue (# + xxx) by using the letter "t" as a parameter in the "Queue" function call of the Dialplan.
- Download the script pushQA.sh from the Open QueueMetrics Add-ons on GitHub:

<https://github.com/Loway/OpenQueueMetricsAddOns>

- Make the script executable and edit it's configuration.
- Create a simple IVR script to transfer to

Asterisk dialplan

This is the part of dialplan you will have to add to make the Automated QA work. In the following dialplan extract you will find the following placeholders that will have to be substituted:

- queue-welcome: this is the audio file that will be played as a welcome message, before the call enters the queue.
 - myqueue: this is the queue where the calls will be sent after listening to the welcome message.
 - ivr_satisfaction: this is the audio file that will be played to ask the IVR questions to the client.
- thank-you: this is the audio file that will be played to thank the user after the IVR process.

```
; First Section
exten => _900,1,Wait(1)
exten => _900,n,Answer
exten => _900,n,Playback(queue-welcome)
```

```
exten => _900,n,Set(CHANNEL(musicclass)=default)
exten => _900,n,Set(__QUE=myqueue)
exten => _900,n,Set(__UID=${UNIQUEID})
exten => _900,n,Queue(${QUE},t,,,300)
exten => _900,n,Hangup

; Second Section
exten => _999,1,Answer
exten => _999,n,Background(ivr_satisfaction)
exten => _999,n,Wait(10)
exten => _999,n,Hangup()

; Not Happy
exten => 0,1,Playback(beep)
exten => 0,n,System(/var/lib/asterisk/agi-bin/pushQA.sh ${UID} ${QUE} 0)
exten => 0,n,Playback(thank-you)
exten => 0,n,Hangup

; Happy
exten => 1,1,Playback(beep)
exten => 1,n,System(/var/lib/asterisk/agi-bin/pushQA.sh ${UID} ${QUE} 100)
exten => 1,n,Playback(thank-you)
exten => 1,n,Hangup
```

How Does It Work?

Before the call is directed to our queue (myqueue), the first section of the dialplan is executed. The call is then directed to the queue and answered by an agent. After the agent has finished

talking with the client, he will ask the client if he wants to take the QA survey. If the client agrees, the agent will transfer the call to the second section's extension (by dialling #999 in this case). Another audio file will be played at this point (ivr_satisfaction), asking the client the QA question. The client then has 10 seconds to input an answer. If the client presses the 0 digit, it will then execute the instructions in the "Not Happy" section of the dialplan, recording the negative answer on QueueMetrics. If the client presses the 1 digit, a very similar situation will happen, executing the instructions in the "Happy" section.

QueueMetrics References

For more technical information about QueueMetrics call center solution please refer to the [User Manual](#).

Visit www.queuemetrics.com for a 30 days full featured trial.

Attend our [Free Webinars](#) for a live demonstration of QueueMetrics.