



## Vodafone

### ***Client Needs and Objectives***

Having used the Harding & Yorke Empathy Audit to measure how it felt to be a Vodafone customer over a period of time, a project was launched to introduce a new set of call quality standards across the business. We were asked to deliver a programme which would:

- Use measurement to improve customer experience in line with brand values
- Improve quality and consistency of call monitoring and coaching across all contact centres
- Reduce the number of quality forms used from 12 to 1
- Increase the number of interactions measured for quality by 100%
- Transfer skills to internal trainers to avoid dependence on any external agency.

### ➤ ***What we did***

- On-site discovery to understand current practices
- Design universal call quality form for use in all areas
  - Facilitated workshop involving representatives from all centres
  - Measures include process and behavioural elements
  - Scoring weighted to achieve balance and emphasis on areas of importance
- Measures linked to external research and brand values
- Team Leaders trained to evaluate and coach using new form
- Accreditation and alignment processes put in place to ensure consistency of interpretation
- 'Train the Trainer' programme to train and accredit in-house trainers to deliver skills training and accreditation going forward

### ➤ ***Outcomes***

- All agents now call monitored and coached on behaviour & content of calls.
- Number of evaluations delivered monthly increased by 570%.
- Universal measure implemented in 13 contact centres with over 500 team leaders & coaches trained.
- Central reporting – all sites can be compared on the same measures
- 7 internal trainers accredited to deliver induction and refresher training on an ongoing basis.