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The Importance of Quality Evaluations when Working with Call Centers by [Sonia Roody](#)

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To survive in the midst of fierce competition, more and more businesses cut costs by working with outsourced call centers. Meanwhile, companies that spend valuable time and resources in putting up and maintaining their own in-house call centers are bound to lag behind their competitors. This is why outsourcing call center services to dedicated third-party companies has become so popular.

The whole point of outsourcing your call center needs is to re-allocate resources to more profitable ventures without sacrificing customer service quality. However, not all call centers offer quality services, and it is your job to ensure that the third-party company is holding up their end of the bargain. To do this, you need to conduct quality evaluations, or to hire monitoring companies to do it for you. But what is it for?

Need for Additional Training

It is important to find a call center company that records all calls. This way, you can simply listen to the calls to determine which agents aren't doing well. If you do find call center agents that seem to be having problems representing your multinational brand in the language you require them to speak, you can then prescribe additional training.

Improve Customer Service

By listening to recorded calls, you can determine and analyze the top reasons why customers need to get in touch with you. From there, you can create helpful solutions that the agents can convey to your customers in future transactions. This will provide your customers with better services and more helpful answers.

Improve Speed of Service

A good call center agent should be able to handle calls fast without sacrificing service quality. This entails first-call resolution, which means customers don't have to call back repeatedly to get satisfactory answers. If there are any problems detected during evaluation, you can then work with the call center company to implement new measures to help speed up the service.

Lead Generation

Call center agents not only answer or make calls—they should also represent your brand and generate leads. If, during evaluation, you realize that the call center agents don't know a lot about your company and the services you offer, you can take appropriate measures.

Most people think that after they've hired call center companies, they're all set. But it doesn't stop there; you need to regularly evaluate the quality of the services being provided because that's your brand on the line, not the call centers'. For more information, check out callcentrehelper.com/tips-to-improve-your-call-quality-monitoring-4732.htm.

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