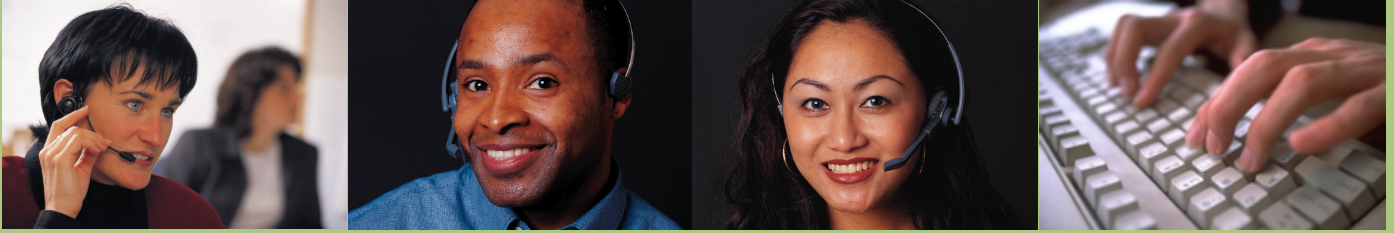


TeleGenius Customer Quality



Somerset Group Consulting, Inc.

inTELEgent Management Consulting and Training

People, Practices, and Technology

A focus on a few critical areas allows managers to insure that the details of the job are completed in a manner that consistently contributes to the success of the organization.



The **People** focus provides critical improvement to the knowledge, training and development, and job design of the individuals who do the job. To the customer they are the voice and sometimes the face of the Company. As such, each transaction is an opportunity to impact the customer relationship. The objective must be to raise the bar for performance on each customer interaction.

Agents must understand the issues surrounding customer retention and sales and the linkages to quality transactions.

As a part of this effort we implement the TeleGenius Principles as a part of the organizational culture. The TeleGenius culture is integrated into the coaching and agent performance developmental process.

The concept is partly based on the activities of the Seattle Pike Place Fish Market. The process is designed by some of the same people who wrote "The One Minute Manager". The process defines how individuals in the Pike Place Fish Market make a seemingly dreary job a tourist attraction, through changes in attitude and increased morale. The basic principles are as follows:

Choose Your Attitude. There is always a choice about the way you do your work, even if there is not a choice about the work itself.

Play. Work that is fun gets done.

Make Their Day. Use your attitude and skills to make the day of every customer with whom you interact.

Be Present. Focus on the moment, where you are, what you are doing - people know the difference. Be present for co-workers and customers.

The concept is easy to understand, easy to implement, and allows you to easily make it fit your situation. The tools are not expensive. To achieve the level of quality and service desired, it will be necessary to initiate changes in performance requirements for all team members. We believe this process is the equivalent of an organizational culture change.

Our Focus on Practices



requires the establishment of one company standard for customer contact requirements. We believe that the quality group should be the catalyst for establishing contact standards including the Customer Greeting, Structured explanations, Call Control or management, Listening skills, etc.

As customer and company requirements change, the quality and the training groups will be responsible for incorporating the changes into the processes and communicating them to the agents.



Our **Technology** focus is on the provision of the appropriate customer satisfaction technology.

We examine available technology and how it is utilized to impact

customer interactions. We also make recommendations and provide designs for new technology to increase productivity; enable call monitoring; allow customers to complete transactions; monitor off line work types; increase call flow management; and to manage critical information.

We also focus on the supervisor as the agent performance **Coach**. We offer group and one-on-one coaching skills training, coaching skills certification, and standard setting sessions. We review all work observation forms, performance development, work tracking, and make recommendations for improvement.

The TeleGenius Quality Review

The **TeleGenius Quality Review** is design to be an in-depth examination of the quality assurance process. The 3 day on-site portion of the review is conducted by 2 consultants.

The **Methodology** utilized during the review includes remote and side-by-side work observations of call and non-call work; examination of performance development documentation; review of available technology; standard setting sessions; and analysis of available quality management statistics.

The **TeleGenius Quality Review** analysis and recommendations document is delivered the following week. The study document will include but not be limited to the following sections:

- Goals and Objectives of Study
- Description of Study
- Sources of Data and Information
- Methodology
- Findings
- Quality Improvement Plan and Recommendations for Improvement

The recommendations section will contain all of our recommendations for improvement. The recommendations will be identified as short-term solution or long-term

resolution. Where possible we will define any costs associated with a recommendation.

The last section is the appendix which will contain all of the back up data developed during the study.

About Somerset Group Consulting, Inc.

Somerset Group Consulting, Inc. (SGCi) is a leading edge Minority Business Enterprise specializing in management consulting with a focus on the Contact Center marketplace. SGCi has specialized in the support of managers in the creation of successful Contact Center operations since 1993.

Somerset Group Consulting, Inc. is made up of Contact Center Consultants, Client Support Specialist, and ACD and System Configuration Experts. Our consultants have an in-depth background in the management and support of contact center managers.

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