



"Even in a negative economy, customer experience is a high priority for customers, with 60% often or always paying more for a better experience."

– Harris Interactive

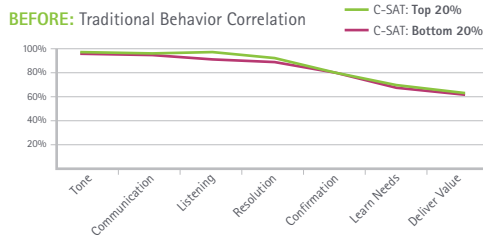
Measuring and understanding your reps' behaviors won't add value to your organization unless you're certain that the behaviors you're measuring are correlated to your KPIs.

QA Rapid Analysis evaluates your QA behavioral data against KPIs, competitors and best-in-class QA programs to uncover the behaviors that impact your bottom line.

QA Rapid Analysis Determines Which Behaviors are Driving Your Key Performance Indicators

With QA Rapid Analysis, you will receive an analysis of your QA Behavioral data that:

- Measures how strongly your behaviors correlate to your key performance indicators (KPIs)
- Benchmarks against other companies in your industry and beyond
- Analyzes why some behaviors may not be correlated to your KPIs



Reps with the highest Customer Satisfaction (green line) don't execute the Quality behaviors any more consistently than the low performers (pink line).



Top performing (green line) reps were clearly better at acting upon the behaviors that matter most to the customer.

The Industry's View on Measuring Quality is Wrong

- Most organizations think they are scoring the right behaviors in their QA program, but the **behaviors usually don't correlate to organizations' success metrics.**
- Traditional wisdom suggests Quality should measure clear and objective behaviors, even if those **behaviors stand in the way of providing the ideal customer experience.**
- Quality often **turns reps into robots**, forcing them to follow a "checklist of behaviors" rather than listen to the customer and drive an experience that rewards the spirit versus letter of the law.

To learn more about
QA Rapid Analysis:

StrategicQA.com

sQA@weberassoc.com

614.222.6809

Strategic Quality Assurance (sQA) by Weber Associates is leading the Quality Assurance Revolution in call centers with its sQA product suite including QA Calibrate, QA Plus+ and **QA Rapid Analysis.**

About Weber Associates

Weber Associates is a Columbus, OH based consulting firm. The company delivers customer-centric strategies and drives execution of those strategies at the front line with call center, field sales, marketing and quality assurance programs and software. Weber Associates works with companies of all sizes, from small operations to Fortune 50 companies, helping them deliver on their customer promise in every touch point they have with their customers – whether it is over the phone, face-to-face, in marketing vehicles or through technology. For more information on Weber Associates visit weberassoc.com