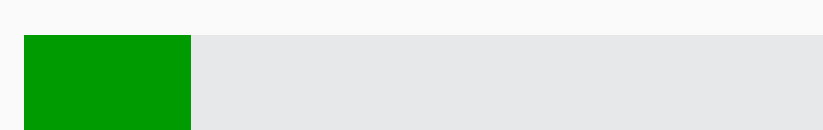


Customer Service QA Checklist

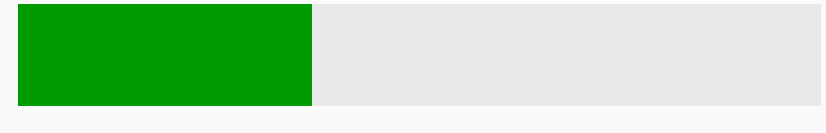
Is My Support Center Truly Service-Driven?

While a service-driven support center is built on effective technology, CX leaders are constantly looking for areas to improve performance.



Do I Have the Ideal Support Center Technology Stack?

- I use a [conversation-driven system](#) that foregoes legacy ticketing for a frictionless customer experience that's easy for agents to access.
- I have a centralized database of [customer details](#) that my agents can reference at any point in their communications for personalization at every step.
- I use a single, scalable [knowledge base](#) that updates brand and product information uniformly across my digital presence.
- I use [intelligent routing tools](#) that connect customers with the ideal support agent for their unique situations or needs.
- I can manage and oversee my [workforce](#) from a central hub to make service management much simpler and more hands-on.



Am I Accurately Measuring and Analyzing Support Performance?

- I measure Customer Satisfaction Score (CSAT) to gauge average customer satisfaction with my service.
- I measure Customer Effort Scores (CES) to ensure shoppers are not overexerting themselves to find simple solutions.
- I measure First Contact Resolution (FCR) to see how often support issues are solved relative to the first contact shoppers have with my support center.
- I measure Internal Quality Score (IQS) to measure internal performance by agent and channel.
- I measure Net Promoter Score (NPS) to find how likely my customers are to tell their friends and family about my brand.
- I use a centralized dashboard to track all performance metrics and [customer insights](#) for informed, actionable analysis.

Are My Agents Set Up for Success?

No support center is successful if agents don't have the ability to do their job effectively with reinforcement from their managers.



Am I Training Agents to Be Part of an Effective Support Team?

- My agents are versed in soft skills, including
 - Active listening
 - Empathy
 - Patience

- My agents possess essential hard skills, including
 - Upselling customers on higher-tier products
 - Cross-selling customers for complementary products
 - Using natural conversations for more personalized communication per customer

- I've provided my agents with simple but effective scripts per channel
 - Call center
 - Live chat
 - Email
 - SMS



Do I Provide Open Communication and Future Opportunities for My Staff?

- I communicate regularly with each of my support agents to see how they're doing, where they see areas of opportunity, and more.

- My agents have the ability to proactively reach out to me for questions, concerns, or needs on the support floor.

- My agents have opportunities to grow their careers by exploring other areas of customer experience — like sales or UX design.

- My agents have the ability to communicate and [collaborate](#) with one another to make service improvements on their own accord.