



Our research programs are designed to be continuous, positive reinforcements for delivering excellent service. When people are positively committed to a common cause to maximize the customer experience, collectively they deliver Elite-level performance. A primary outcome of our programs is the generation of “peoplepower” through trust and fair accountability...a customer “Rally Cry”.

Survey Calibration Defined

Survey Calibration allows us to earn trust and deliver fairness and is part of every EQM (External Quality Monitoring) program from Customer Relationship Metrics. Survey Calibration is a labor-intensive process where all customer comments are transcribed and reviewed for analysis and appropriate correction.

It is no surprise that customers do not always follow directions when completing an evaluation (survey). And regardless of how clear instructions may be, people will accidentally interpret or defy them. Research scientists categorize this as response errors. On average, 6%-20% of all of immediate post-call automated surveys contain response errors. It is an unavoidable fact of conducting a research program. Therefore, the errors must be corrected using a systematic and consistent approach in order to obtain the utmost integrity, accuracy, and fairness to create report cards (accountabilities) from surveys.

Once raw customer feedback is captured, the Metrics Survey Calibration team transcribes and reviews every customer comment. Recently Metrics ran a case study test for a client to quantify the effect of the Survey Calibration process. Without the Survey Calibration process, the client would have received deflated reports of customer satisfaction in all key categories. Metrics’ Survey Calibration process identified the customers’ scoring errors and was able to correct the scores and assignment errors associated with the survey.

The greatest benefit is to use EQM results for scorecards at all levels, including agents. Performance scorecards and Voice of the Customer programs that are visible within organizations can impact the lives of many people within an organization. Reporting “dirty” data that contains response errors is fundamentally, ethically, and legally not an option. For these reasons alone, it is integral that the data reported be accurate. After more than fifteen years of using the post-call methodology, Metrics has leveraged the experience from more than 8 million data points to minimize the possibility of measurement error.

Impacts of Quality Control	
110 Reps / 600 Surveys	
Raw Data (Before Quality Control)	
Company Satisfaction	54%
CSR Satisfaction	78%
First Contact Resolution	72%
Pass QC (After Quality Control)	
Company Satisfaction	59%
CSR Satisfaction	84%
First Contact Resolution	75%

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Below are a few examples of comments from the tens of thousands of surveys we collect every week:

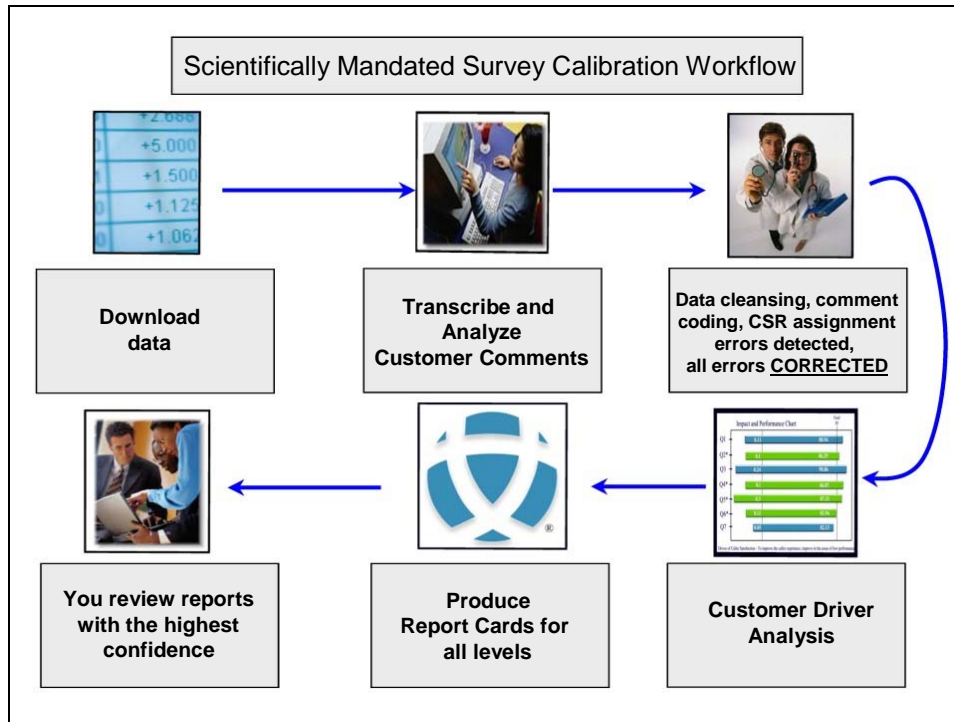
“The last Agent that helped me with my problem was very helpful however, the agent, Bonnie Harris, that answered my phone call in the very beginning put me on hold for over 5 minutes, two times and never gave me any kind of an answer. Then she got aggravated whenever I had to be transferred to a different agent.”

In the absence of a back-end survey calibration process, this survey (along with its defective scores) would have been assigned to the agent who last handled the call and actually resolved the customer’s issue. Based on the customer’s explanation, Metrics removed the survey from the last Agent and attached it the rightful owner -- Bonnie Harris. Anything less than the Survey Calibration process described creates “noise” among agents whose focus should be placed on servicing customers (as opposed to discounting survey results).

Another:

“Please make the first 3 questions 8’s. I made a mistake on grading and didn’t catch it until it was too late. I want to make sure Cheryl gets credit for a good job.”

Once again, without a survey calibration process, this survey would have incorrect scores attached to it. As part of our 4-tiered process, Metrics corrects these response errors. Survey Calibration is mandated for reports to be believable and defensible. In other words, to create and maintain the “Rally Cry”.



Measuring and managing to the Voice of the Customer with an EQM program highlights process components in need of improvement, and yield an increase in service quality, both of which lead to improvements in customer and employee retention. The quantitative scores and subsequent analysis are further enhanced by customer comments (explanations of the scores) to enable a clear path for improvement of each team and each agent.