csba
THE CUSTOMER EXPERIENCE EXPERTS

CUSTOMER EXPERIENCE

QUALITY ASSURANCE



CXQA | Beyond compliance | Driving change

Why CX Quality Assurance (CXQA)

Quality Assurance that focuses on the customer experience is essential for any organisation.

Best-practice CX Quality Assurance programs are robust and independent. They provide:

- a methodical approach to evaluate the **human elements** of customer interactions
- a way to identify service gaps and shortfalls **before customers report them** to you
- the **insights needed to deliver** continuous feedback, coaching and training
- the opportunity for your team leaders to **focus on coaching staff for improvement** based on impartial, comprehensive data, rather than spending time on the menial task of measuring.



Why CSBA?

For 25yrs+ CSBA have researched what a great customer experience looks and sounds like.

We have conducted over 500,000 customer experience quality assurance assessments across diverse industries

We assess thousands of agents across Australia and New Zealand each year

We have developed a best practice framework with accompanying training and support programs to enable frontline teams to consistently be their best: **SenseCX**

Our **SenseCX** clients are consistently in the top quartile of CSBA customer experience benchmarking programs

CXQA – Benefits for your organisation

A customer experience quality assurance program allows you to see service gaps before your customers report them to you. Critically for organisations, when implemented and followed, such programs have been shown to contribute to:

- reduced average handling times
- improved First Contact Resolution
- improved customer satisfaction and a reduction in complaints
- a reduction in cost to serve
- improved employee engagement and a reduction in staff churn
- an increase in customer loyalty.



CXQA
tailored to your needs and requirements

CSBA can help you develop and implement an effective, independent and robust customer-focused Quality Assurance program – wherever you sit on the Quality Assurance maturity curve.

Typically, we work with clients to implement CXQA programs in three ways, all underpinned by our best-practice **SenseCX** Quality Assurance standards.

Benchmarking



CSBA's benchmarking solution, powered by our best-practice **SenseCX** Quality Assurance framework, enables you to measure your organisation's performance against industry benchmarks.

Each year, we benchmark over 200 Australian companies, conducting more than 10,000 independent assessments of customer interactions.

Our experts evaluate these interactions across key metrics Ease, Sentiment, and Success, to provide comprehensive insights into how your team ranks within and across sectors.

Quarterly reports track performance over time, allowing you to compare results, identify improvement areas, and monitor progress against industry peers.

CSBA's benchmarking provides you with valuable insights to enhance your CX strategy.

Learn more

Review/Design Quality Framework



Whether starting from scratch or enhancing an existing program, our CX experts work with you to create a tailored QA framework aligned with your organisation's values and customer priorities.

Using our best-practice approach, we will help you align your quality program to put your customers' experience at the centre of every interaction.

We can work with you to:

- Review current quality practices
- Identify specific and measurable behaviours for assessment
- Recommend assessment and feedback cycle frequency
- Develop a reporting approach to optimise insights and monitor trends
- Implement a strategy for adoption and continuous improvement.

Learn more

Quality Assessments



CSBA provides CX assessments, tailored to either your organisation's standards or our best practice **SenseCX** measures.

Focused on behaviours to enhance CX, our external assessments deliver objective, actionable data that allows you to:

- Track performance overall, by team or by agent
- Review results to guide individual feedback
- Gain insights from monitoring results over time to support coaching and training
- Measure the impact on your business of initiatives or pilots
- Identify opportunities to improve CX

Assessments can be conducted via external assessments (using real interactions) or mystery shopping, with benchmarking available for those using our **SenseCX** measures.

Learn more

Benchmarking

CSBA's benchmarking solution offers organisations a powerful tool to assess performance and foster continuous improvement through enhanced customer interactions.

Utilising our best-practice **SenseCX** Quality Assurance framework, we provide:

In-Depth Customer Interaction Assessments: Our team of experts assess customer interactions based on critical metrics **Ease**, **Sentiment**, and **Success**. This comprehensive evaluation of up to 31 discrete behaviours provides a clear understanding of how well your frontline teams meet customer expectations.

Performance Reports: Customised reports for your organisation and key stakeholders track performance over time, offering sector-specific, cross-sector, and multi-channel comparisons that clearly highlight areas for improvement.

Benefits

CSBA's benchmarking solution provides organisations with the opportunity to leverage insights that translate directly to improved customer experience and business outcomes.

- **Improved Customer Experience**: By identifying service delivery gaps and understanding customer expectations, organisations can tailor their strategies to enhance overall satisfaction. Enhanced customer experiences lead to higher retention rates and reduce churn.
- **Strategic Decision-Making**: Insights from our benchmarking support informed strategic planning and operational enhancements. Make data-driven decisions that align with customer needs and market dynamics.
- **Competitive Edge**: Leveraging CSBA's benchmarking solution allows businesses to adopt best practices in customer experience management, positioning themselves as leaders in their sectors. Understanding your position relative to others empowers you to implement changes that drive loyalty and retention.



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Review/Design Quality Framework

CSBA offers a tailored approach to developing and enhancing your CXQA framework.

Our focus is on creating a quality assurance framework that prioritises the customer experience over mere compliance.

Whether you are starting from scratch or enhancing an existing program, our best-practice approach ensures your organisation's values are reflected, whilst ensuring the customer experience is at the centre of every interaction.

We assist you with:

- **Reviewing Current Quality Practices**: Evaluate existing QA processes to identify strengths and areas for improvement.
- **Identifying Measurable Behaviours**: Establish specific, measurable behaviours for assessment, ensuring clarity and consistency in service delivery.
- **Recommending Assessment, Coaching and Feedback Frequency**: Determine optimal cycles for assessments, feedback and targeted coaching, to ensure on-going development with timing tailored to your organisation's requirements.
- **Developing Reporting Approaches**: Create effective reporting methods that optimise insights and monitor trends over time.
- **Implementing Continuous Improvement Strategies**: Develop a strategy for ongoing adoption and enhancement in order to drive consistent, high quality customer interactions.

By placing CX at the forefront, alongside crucial compliance standards, your customer-facing teams are empowered to build stronger relationships with their customers, ultimately driving long-term success for your organisation.



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Quality Assessments

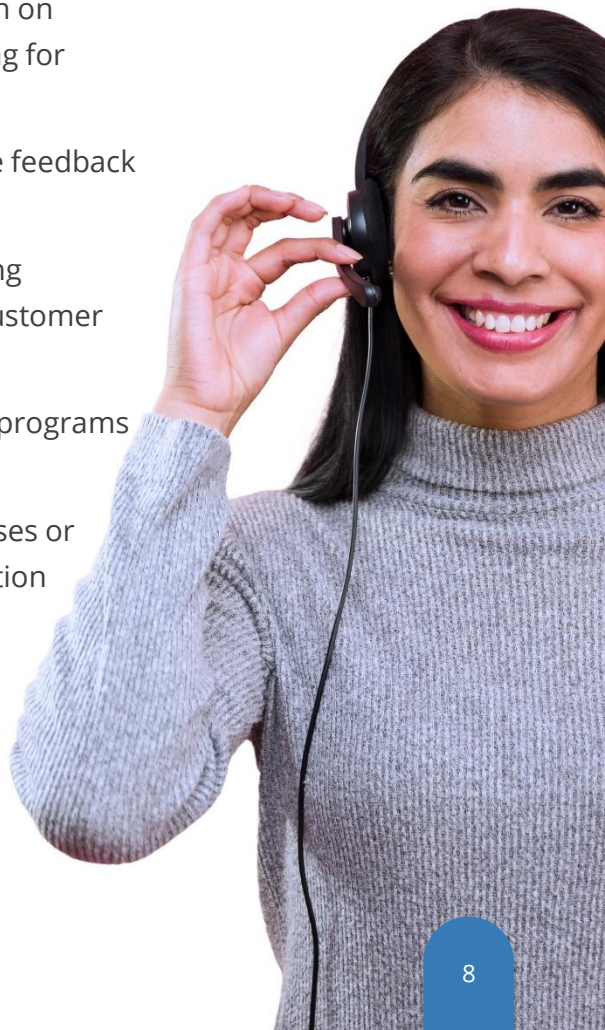
CSBA specialises in delivering comprehensive CXQA assessments, designed to provide a thorough understanding of the quality of customer interactions.

Tailored to either your organisation's specific standards or our best-practice **SenseCX** measures, our assessments provide you with objective and actionable data, focusing on key behaviours that enhance customer experience.

Benefits

- **Performance Tracking**: Monitor overall performance, or drill down on performance by team, interaction type or individual agents, allowing for targeted interventions.
- **Guided Feedback**: Utilise assessment results to provide actionable feedback to individuals, fostering personal development and accountability.
- **Longitudinal Insights**: Analyse trends over time to support ongoing coaching and training initiatives, enhancing staff capabilities and customer interactions.
- **Impact Measurement**: Evaluate the effective of initiatives or pilot programs that are impacting your team by monitoring key metrics.
- **Opportunity Identification**: Discover specific areas where processes or customer experiences can be improved, leading to greater satisfaction and loyalty.

Our assessments can be conducted via real-time evaluations of customer interactions or through mystery shopping, with assessors posing as real customers.



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What is SenseCX?

SenseCX is an independent, best practice Quality Assurance assessment of your customer's interactions via call recordings, email and chat transcripts.

- Real-time data/results are delivered to team leaders and managers enabling targeted, effective training and coaching
- Benchmark your organisation's performance against others, both within and outside your sector
- Ongoing support from CSBA experts, including a dedicated Client Services Manager.
- Access to highly-experienced training and coaching staff and workshops* (optional extra).

SenseCX

THE THREE PILLARS OF SENSECX

SenseCX assesses up to 31 key customer-focused behaviours in each interaction. Each key behaviour is categorised against *what's important to your customer* – the three pillars of best practice customer experience:

SUCCESS
The degree to which the customer can accomplish their goals

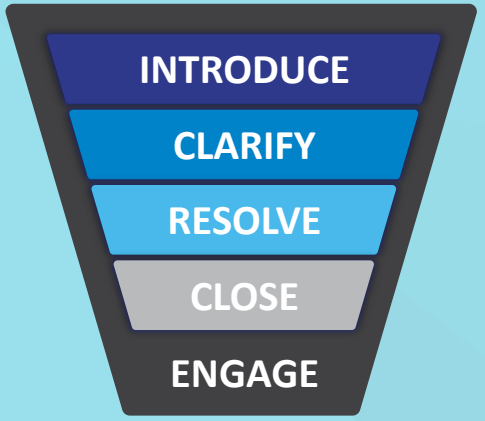
EASE
The effort the customer has to expend to accomplish their goals

SENTIMENT
How the experience and interaction makes the customer feel

PROVIDE YOUR TEAM WITH THE STRUCTURE THEY DESERVE

Customer interactions can frequently benefit from a clear structure. CSBA's **SenseCX** Quality Assurance provides this structure to help your team to:

- Collaborate with their customers and ask the right questions to make the conversation easy for everyone
- Listen carefully and respond effectively to customer cues
- Personalise interactions with their customers, to enhance both customer loyalty and staff engagement.



CXQA Portal Access

Monitor and track your performance

Updated in real time, your results portal provides quick and convenient access to an array of tools, all in one place:

- Review results at a top-line level
- Aggregate scores across time or for particular teams and individuals
- Review individual assessments
- Share access to some or all of your results with unlimited portal user licences



One portal. *All* the answers.

WHAT you are doing well
HOW you are performing overall
WHERE and how you can improve
How you **COMPARE**

VIEW
your team's overall performance against the key metrics over time.

IDENTIFY
exactly where the opportunity to improve lies and specific behaviours that need adjusting.

ACTION
new initiatives, process improvements and behavioural expectations based on meaningful insights.

FILTER
data and analyse performance of agents, teams, channels, and enquiry types.

LISTEN
to call recordings to truly understand the overall customer experience.

EXPORT
raw data, individual assessments and key reports quickly and easily.

Additional support with customer focused training

Provide ongoing improvement and support for your team with customer-focused training workshops.

CSBA have a range of training workshops available to support your team. These include:

- Foundations of Service Excellence
- Understanding **SenseCX**: Consultative Servicing Workshop
- Empathy and resilience on the front line of customer service
- Managing Challenging Interactions
- Effective Language for Challenging Conversations
- Effective questioning techniques for best practice customer interactions
- Consultative Conversations for Sales and Retention
- Influencing and Negotiation Skills

Speak to us about your specific training needs.



CSBA's industry-leading research and assessment solutions - crowned by SenseCX - are fully supported by our expert CX consulting strategy practice



THE CUSTOMER EXPERIENCE EXPERTS

For more information on how CSBA's CXQA services can benefit your organisation, contact:

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