



INDUSTRY

Christian Ministry Organization

UC PLATFORM

NEC UNIVERGE SV8300

GOAL

High quality desktop/screen recordings

Digital tools to evaluate and mentor agents

Calibration tools to ensure consistent scoring among evaluators

<https://www.awmi.net/>

ANDREW WOMMACK MINISTRIES

Andrew Wommack Ministries (AWM) is a Christian organization dedicated to teaching the truth of the Gospel through seminars, churches, radio, television, Charis Bible College and ministry materials it develops. AWM's headquarters is located in Colorado Springs, Colorado, and the Organization also has locations around the globe including India, Germany, Russia, South Africa and more.

AWM's contact center receives 1,200 –1,500 calls per day for two departments. One group assists ministry partners with purchasing products and learning more about the ministry. The other serves as a crisis line to assist individuals with immediate needs, prayer and encouragement.

AWM is dedicated to providing the best possible caller experience since every call is an important opportunity to reach out and spread its message. As a result, the Organization particularly focuses on the importance of supervisors consistently and diligently reviewing calls, assessing agents' skills and mentoring agents.

THE CHALLENGE OF SERVING DIVERSE CALL TYPES

AWM's services are vast and calls are varied. Consequently, responding to caller inquiries requires agents to access and develop competency in the use of many different software programs.

"One of our biggest challenges was teaching agents how to navigate multiple software programs, and use very unique processes for different call types," states Andrew Wertz, AWM Phone Center Operations Manager. "Agents need to be very competent and efficient with numerous applications and varied processes."

The only way to monitor competency and efficiency, they realized, was to be able to not only listen to recorded interactions, but also to view the associated desktop activity taking place during that call.

Prior to Encore®, AWM was using a very limited recording solution with no quality management tools and without the ability to record screen/desktop activity.

As Walter Williams, Customer Care Mentor Manager, explains, "It was difficult to understand how the agents were using the software to assist customers without the ability to see the agents' desktops while reviewing the voice recording."

In conjunction with the need to review screen/desktop activity was an associated requirement for evaluation forms and tools to subsequently reinforce best practices and coach agents on process improvement.

ENCORE® WFO SOLUTIONS

AWM selected the Encore Recording and Quality Management Suite because of its smart interface, screen/desktop recording and quality management package. AWM considered four other telephony and recording packages.

Wertz comments, "Every time we reviewed a potential package, we felt like Encore provided a smarter interface to accommodate what a phone center experiences... we really do think the world of the Encore solution."

"Now, instead of just surmising what an agent may be struggling with, we can actually see how they are using the software, equipping us to better train our agents."

Andrew Wertz

AWM Phone Center
Operations Manager
Andrew Wommack Ministries

AWM's Encore solution includes:

- High quality recording of voice and screen/desktop interactions for calls.
- Intuitive search and retrieval of recorded interactions.
- Easy-to-use evaluation builder with built-in calibration.
- Automated coaching assignments when certain evaluation thresholds are met.
- Continuous updates with new software features that enhance the quality process.

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COMPREHENSIVE VIEW RESULTS IN IMPROVED PERFORMANCE

DVSAanalytics' Encore solutions not only met all of AWM's requirements for recording and quality management, it also delivered tools the organization can use to take its service to the next level.

The screen recording functionality of Encore has been one of the biggest wins for AWM. “In fact,” Williams comments, “it is a real blessing to the organization. We are absolutely delighted with Encore's screen recording.”

With AWM's varied and complex software programs, desktop activity recording provided the missing link needed to mentor agents. Wertz says, “Now, instead of just surmising (from what we were hearing on a call) what an agent may be struggling with, we can actually see how they are using the software, equipping us to better train our agents.”

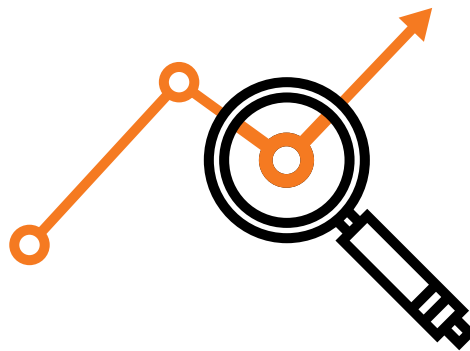


The Encore recording and quality management tools have allowed AWM to take its quality process to a new level. Wertz explains, “AWM has now grown from coaching not only call flow, to also coaching navigation flow, an opportunity the organization did not have before Encore.”

In one example, Williams explains, “It’s important for agents to check order history when customers are inquiring about free product offerings. On one particular call, it appeared that an agent was violating AWM’s free-offer policy, but after the manager reviewed the conversation and desktop activity, it was obvious that the agent was simply looking at the wrong area of the software.” Williams adds, “Once the agent was trained on where to locate the order history, we had zero issues.”

Another application that has helped AWM take its quality process up to new levels is Encore’s calibration. Judy Awong, Ministry Mentor Supervisor, states, “Encore’s calibration feature is really great. It provides a terrific opportunity for all supervisors who coach agents to score one call and then share ideas about what occurred during the call.”

This encourages consistency in evaluations and collaboration of various coaching ideas. Over time, AWM hopes to take advantage of other Encore applications including Post Contact Survey, which will include the voice of the customer in the quality management process.



MEASURE WHAT MATTERS

Encore® from DVSAnalytics is built to help you take millions of recorded customer interactions and turn them into rich business intelligence and insights.