

A STORY OF TRANSFORMATION

PINNACLE



How EvaluAgent's 360° platform provided end-to-end visibility and helped Pinnacle.com achieve a 95% Quality Score by engaging their front-line teams



INDUSTRY

Online Gambling and Betting



SIZE

38 Agents speaking 11 languages



VOLUME

25,000 tickets per month



RESULT

95 % Quality Score

A leader in Online Betting and Gambling, Pinnacle is a fast-growing business focused on delivering exceptional customer service and keeping its customers safe and informed. For Pinnacle, every customer conversation counts, and QA is now seen as mission-critical by its Contact Centre leaders.

Handling 25,000 inbound interactions a month across Live Chat and Email, Pinnacles' Contact Centre must operate efficiently without sacrificing customer service quality or falling foul of industry regulation. Having grown quickly over recent years, assessing agents' performance and utilising the insight generated was becoming difficult. Multiple spreadsheets meant evaluations and reporting were taking a long time to complete. Meanwhile, disconnected workflows and a lack of visibility meant it was difficult for senior leaders to see how operations were using the feedback generated by QA to improve the performance of front-line agents.

Having researched online, Sonia Ferreira, Quality Assurance Manager at Pinnacle, discovered EvaluAgent, and things began to change. Sonia and the team worked with EvaluAgent's team to set up a trial of the platform and integrate their Helpdesk software (Freshdesk) which delivered immediate efficiency gains and significantly reduced the time required to evaluate a ticket.

Having experienced the power of EvaluAgent's connected QA and Performance Improvement workflows through the trial period, Pinnacle decided to invest in EvaluAgent's entire product suite.

KEY CHALLENGES

- Multiple Excel spreadsheets for QA.
- A lack of visibility into the quality or quantity of feedback and coaching sessions.
- Limited engagement with front-line agents.

KEY OUTCOMES

- A single, reliable source of truth for all Quality Assurance (QA), Feedback and Coaching activities.
- An improved atmosphere and perception of the value of Quality Assurance.
- An engaged front-line who receive regular feedback, coaching and recognition.

Flip to see the results

Since deploying EvaluAgent, Quality Assurance and Performance Improvement continues to go from strength to strength inside Pinnacle. Further efficiency gains have been made while connected workflows continue to give everyone complete visibility into the quantity, quality and effectiveness of feedback and Coaching sessions.

To support the development of front-line Agents, Pinnacle has been able to use EvaluAgent's reporting capability to turn data into actionable insight. By constantly identifying agents who need support, gaps in training material, and broken processes, improvements are easily made. Furthermore, the Pinnacle team has also benefited from EvaluAgent's sentiment analysis of feedback to ensure agents receive a balance of positive reinforcement for a job well done alongside feedback on how they can improve on their next ticket.

Going beyond this, Pinnacle has also introduced a data-driven recognition and reward programme for agents who deliver moments of "wow" using EvaluAgent's leaderboards

As a result, Pinnacle has consistently achieved a minimum 85% Quality Score through a period of growth and significant operational disruption caused by Covid-19.

Within five months, Quality Scores have risen over 7% to 95.6%.

The team are now delivering over 800 pieces of feedback to agents every month.



These superb results have also improved other KPIs such as First Response Time, Average Resolution Time, and First Contact Resolution.



"I can't recommend this platform enough. Before EvaluAgent, we had a vision for how Quality Assurance should work but didn't have the tools to accomplish it. Now our team is focused on supporting our front-line teams to improve rather than debating the accuracy of data or spending days compiling multiple spreadsheets."

Sonia Ferreira,
Customer Service Quality Assurance Manager