

# PERFORMANCE AND QUALITY CHALLENGE



MAKE SURE YOUR BUSINESS IS PART OF THIS NATIONAL PERFORMANCE AND QUALITY UNIQUE INITIATIVE. 5 AMAZING SESSIONS CULMINATING IN A SHOWCASE DAY WHERE ALL WILL SHARE THEIR SUCCESSES.

The purpose of the P&Q (performance and quality) Challenge is to provide a structured learning environment in which to improve the effectiveness and value of your current approach to quality management. It has been developed because traditional quality management have shown little ability to adapt in a changing world of priorities. Research that lead to the P&Q Challenge showed a strong common desire amongst contact centre leaders to evolve what many felt was a 'high effort/low return' process.

Its proven value over the last 5 years has been to enable customer service experts re-imagine a better way of doing things as measured by more engaged, motivated and productive colleagues, and better customer metrics in relation to improved service experiences and finally a quality team who feel part of an aligned approach.

Since organisations are at different stages in this journey, we provide a framework of core questions in order to develop your own strategy. In terms of transformation this can be as incremental or as disruptive as you choose based on your own needs and appetite for change.

For instance, some participants are focused on improving their approach to compliance based quality management. Others take the opportunity to plug in customer and employee feedback to expand their definition of what quality means and thereby align their strategy with broader initiatives such as customer experience and employee engagement.

Some are content with their ability to measure quality but feel too much emphasis is put improving advisor skills rather than the broader service experience which is more often the root of customer dissatisfaction. So they invest in building the ability to prevent issues at source and improve service journeys through cross functional teamwork.

"It has given us the confidence to be brave and encourage and support our colleagues to feel the same to change the way we work so we can provide the best outcome for our people and our customers" LV



In short, P&Q is a design process that allows any complex quality/cx/performance issue in a customer service environment to be systematically deconstructed into its core issues and then rebuilt as a new strategy. It works because it's a five month programme in which there is time to think outside operational pressures, develop new strategies through facilitated team discussion, learn from other participants, test new ideas with colleagues and customers and also align stakeholders to the new ways of working. The last of the sessions is where the team present their findings to all of the teams and an invited audience to include their Managers who have sponsored them to attend. We will be presenting certificates.

The programme was designed and is delivered by Martin Hill-Wilson, a well-regarded customer service facilitator. All course material and design templates are provided. In terms of attendance, it is important that at least one person attends all sessions for continuity. Others can attend based on the topic. However in practice, a consistent team headed by a senior service leader works best.

Your chosen 'Challenge' can either be a common one that is shared by the team or a number of challenges that can be jointly worked on during the sessions and then taken back for further review and development with work colleagues.

**Here are some key considerations for you to consider joining the P&Q Challenge 2018**

Whatever initiative is chosen by your company, each team will walk away with the following deliverables which form the basis of their strategy and communication plan.

**1. ANSWERS TO THE CORE P&Q QUESTIONS**

- A clear description of what Quality means that everyone can understand based on the views of those we decide to include
- Clarity on the scope of our P&Q activity
- Clarity on which data sources we should use in our quality management
- Clarity on which proof points are accepted indicators of progress towards our quality agenda
- Clarity on the criteria and 'whole approach' for triggering quality management
- Clarity on who contributes: why, how and when throughout the P&Q cycle
- Ability to answer the 'what's in it for me' question
- Clarity on the way we go about improving 'poor' quality and spreading best practices

**2. DETAILED DESCRIPTION THAT COMPARES THE OLD VERSUS NEW P&Q ECOSYSTEM IN TERMS**

- Our Quality Definition & Contributors
- Our Outputs – the uses and benefits
- Our Inputs – the data sources we use
- Our Success Measures
- Our Quality Triggers
- Our Quality Network
- Our Motivation Strategy
- Our Improvement Plan – scope and approach

**3. BENEFIT TRACKER – TARGETED BENEFITS FOR RELEVANT STAKEHOLDERS E.G.**

- Customers
- Colleagues
- Team leaders
- Customer Service Leadership
- Compliance
- Other internal teams

**4. CHANGE PLAN**

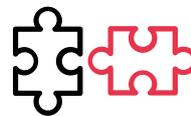
- Key milestones

**5. VISUALISATION OF P&Q JOURNEY (OLD VERSUS NEW ECOSYSTEM)**

**6. VISUALISATION OF NEW OPERATING MODEL (HOW THE NEW ECOSYSTEM FITS TOGETHER)**

In addition to this, many teams will produce their own revisions to relevant internal documentation such as assessment forms, coaching procedures, revised recruitment profiles etc.

Tangible ROI that your teams and the business will achieve by attending this initiative.



**WHEN**

5th October, 9th November, 5th December, 18th January, 8th February

**LOCATION** Radisson Blu Hotel, Birmingham

**Team of 4**

**£1,999+VAT for 5 sessions**

Equates to £99.95 per person per session  
Invoicing can be arranged on a monthly basis.



**Book your places to attend on our website at [callnorthwest.org.uk](http://callnorthwest.org.uk) or email [info@callnorthwest.org.uk](mailto:info@callnorthwest.org.uk)**