

Five Business Solutions QA Policy and Procedures



At **Five Business Solutions** we put highest emphasis on the quality of our business. Our commitment is to deliver the most successful campaigns to our clients, to adhere to the highest standards of customer service on calls and in our everyday dealing with the client. In order to continue to deliver seamless quality in our services to our clients and customers alike, we have developed a detailed QA policy which governs the daily procedures we follow to achieve the desired results. While the policy has been designed keeping in view most relevant and recurring challenges in our daily operations, we have remained flexible to accommodate the unique requirements of each of our clients. We aim to train our agents to accommodate this Flexibility and live up to the quality standards which are set as per these unique requirements, in addition to adhering to the standard rules of **FBS** Quality assurance policy.

QA Policy:

Following flagship principles govern the QA policy at FBS:

1. Actively Listen to the client and the customer.
2. Monitor and evaluate each call made on each campaign.
3. Maintain Standard **call handling procedure checklist**.
 - a) Quality to be measured against the checklist
 - b) 100 points awarded to 100% follow through on the checklist
 - c) Minimum 65 points required to pass quality standard test for each outgoing / incoming call OR as set by the client.
 - d) Failure to maintain quality standards results in repeat training.
4. Calibrate “quality” by involving all stakeholders through an ongoing feedback process. Stakeholders include the client(if needed), agents and management of FBS.
5. Collect call data. Use the call data to reflect upon and improve quality:
 - i. For training: Record and maintain all high quality interactions with the customers.
 - ii. For training: Record and maintain challenging / difficult interactions with the customers.

QA Procedures:

The following procedures of Quality Assurance department are broad in that they give a complete view of the department’s everyday mission. These procedures are stringent where a specific instruction of the client is to be followed and yet flexible enough to encourage rapport and flow of conversation which results in qualified transfers. Further details are discussed and added or removed on a daily basis as per the dynamic status of each campaign and its objectives. Overall QA scores per call per campaign are recorded every day and evaluated every week to assess the direction of the campaign. Based on the weekly evaluation, the usual fortnightly calibration with the campaign management and team is scheduled.

A. Call monitoring (First Call):

1. Check to see if the script is followed:
 - a) Asked for the homeowner with the full name
 - b) Introduced self (full name)
 - c) Explained reason of Call with clear name of the company
 - d) Took the consent of the customer to ask a few questions (A clear YES by the customer?)
 - e) Verified all essential information (Speaking to Home owner, market value of the property, Mortgage owed, Year of birth , Co-owner and his/her Year of birth, Type of home, Address verification (including city, state, zip code, first and last name, phone number)
 - f) Asked for email address?
 - g) Thanked the customer and informed him that a supervisor would be calling
 - h) Availed a clear YES for call back by the supervisor.
- 2) Evaluate for Neutral accent

3) Evaluate for Conversation skills (enunciation, grammar, rapport, active listening)

B. Call monitoring (Verification):

1. Check to see the call script is followed
 - a) Self-Introduction given
 - b) Introduction to company given
 - c) Purpose of the call explained
 - d) Customer's consent has been availed (a Yes from customer) before proceeding
 - e) Customer's details are verified (Name, Home address, Phone number, Date of birth, co-owner's status and DOB, Property value and mortgage balance, email address)
 - f) Rapport built with the customer/ensuring smooth sailing by answering customer's questions and bringing the call back to script (as and if needed)
 - g) Customer is briefed about the benefits of reverse mortgage
 - h) Need of the customer is clearly verified and a clear consent of customer is availed to either
 - i) A clear consent is taken from the customer [clear YES] when informed about bringing loan officer on line.
2. Evaluate for Neutral accent
3. Evaluate for Conversation skills (enunciation, grammar, rapport, active listening)

C. Maintaining Standard Call Handling Procedure Checklist:

- i. Ensure proper product training
- ii. Ensure proper script training
- iii. Ensure all Q&As regarding product and script are handled at the training stage.

D. Calibration:

- i. Weekly calibration set with the client to refine product, sellable points, understand the bottlenecks and alternates.
- ii. Weekly calibration with operations/ agents to take Q&As on product, clarify all queries, give feedback.
- iii. Calibration set with supervisors / management to fine tune script and product guidelines for qualified conversions

E. Call Data Usage:

- i. Collect and record individual call data per agent for performance measurement.
- ii. Use call data to generate daily/weekly/monthly performance measurement reports.
- iii. Use performance measurement reports as pointers for calibrations.
- iv. Use performance measurement report to give feedback to training.