

QA Impact on Performance

So, here's the deal. RDI teamed up with this big-shot cable company to boost their performance. They wanted higher quality assurance (QA) scores, better conversion rates, and lower costs. Apparently, this cable company had a bunch of outsourcing partners, but they decided to cut them down to just three. And guess what? RDI made the cut because of our stellar QA scores and sales.

We took a unique approach to QA. Instead of focusing on weaknesses and mistakes, we went all in on positive vibes. Our teams honed in on key performance elements like call opening, probing, value, dialogue, rebuttal, and closing. Our speech experts analyzed each call and provided our phone agents with specific coaching and tools to up their game. We even monitored their progress and offered extra training when needed to fine-tune as time went on.

And guess what? It worked like a charm! Over a year, RDI boosted those QA scores, leading to increased sales, completion rates, and lower PCU costs. Our cable partner saw improvements across the board, from opening to closing:

- **Opening improved by a whopping 28.89%**
- **Value improved by 32.46%**
- **Dialogue improved by 7.18%**
- They even managed to **decrease auto fails by 25%. That's what we call a success story!**
- **Probing improved by 23.56%**
- **Rebuttal improved by 10.02%**
- **Closing improved by a jaw-dropping 37.99%**

So, what's the bottom line? RDI proved that when you focus on QA and maintain those high scores, it's a game-changer for our clients. Sales and completion rates go through the roof! And it's not just RDI saying this: industry experts back us up, [confirming the link between QA and overall company performance](#). We also found that having clear goals, measuring progress, and fostering a culture of growth are key ingredients for success. Oh, and let's not forget the importance of communication and positive coaching sessions. It's a win-win for everyone involved!

Alright, that's the scoop on this case study. Hope you found it helpful and entertaining, and if not, feel free to reach out with questions!

