

Yield: The Executive Level Measurement of Teleservices

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Overview

Yield offers an easy way to evaluate the quality of your teleservice provider and to gauge the effectiveness of improvements. Unlike other measurement standards, the standards for determining Yield do not vary with changes in equipment, personnel, choice of outsourcing facilities and conditions. Yield provides a bottom line comparative continuum to evaluate teleservice effectiveness. It leads directly to areas for improvement and early recognition of difficulties.

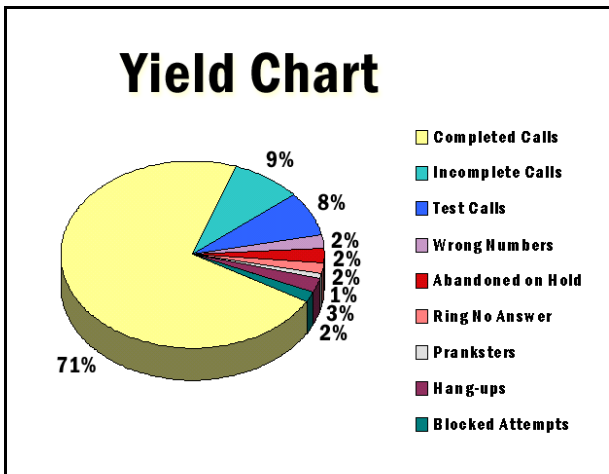
An executive, trying to manage the quality and cost effectiveness of teleservices, faces a daunting task. Armed with reams of computer generated information, the executive is presented with a new dictionary of mnemonics, fancy sounding names, and technical gibberish. His challenge then is to assess the quality of teleservice bureaus, to be able to make intelligent inquiries and to understand the answers that seemingly lead nowhere but back into gibberish.

Is there a better way? Yes. The answer is to track the YIELD!

What is "Yield?" Simply, Yield is the proportion of Total Calls that result in Completed Calls. For example, in a teleservice function taking catalog requests, Yield is simply the number of calls resulting in completed requests for catalogs divided by the total number of calls received. Simple! But those two terms, Total Calls and Completed Calls, need further definition.

Total Calls is the total number of calls received. It includes wrong numbers, people calling for the wrong reason, people who hang up while on hold, calls lost because of busy signals, repeat calls from the same people, pranksters, ghost callers, hang-ups, everything! The reason for the call is irrelevant. A call comes in, and it is included in Total Calls.

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Completed Calls is the total number of calls that management knows to have been successfully completed. A satisfied customer service inquiry, a catalog order, a change of address, a literature request would all be examples of Completed Calls. These are calls that were recognized as being successfully completed for the purpose for which the teleservice function was established.

Callers who hung up prematurely, failed to give complete addresses, or were misdirected to the wrong teleservices center would not be Completed Calls.

If a call center cannot confirm that a call was successfully completed, then it is not a Completed Call. For example, callers who hang up while going through a Touch Tone menu prior to receiving an operator would not result in Completed Calls unless the success of the communication was able to be confirmed. Many times management erroneously assumes automated devices successfully service callers. That assumption does not result in a successfully Completed Call any more than assuming a caller who hangs up before being answered called the wrong number.

Yield offers an easy way to evaluate the quality of your teleservicing facilities and to gauge the effectiveness of improvements.

For example, if more lines are installed and as a result, more callers abandon while on hold, the yield decreases. If better call handling software is implemented, and customer service agents are better able to handle callers, the yield will go up. If a new number is obtained that is only one digit different from the main number of a major airline, the wrong numbers received will drive the yield down, and a problem will be recognized immediately. If a new ad campaign generates calls from kids and pranksters, a decrease in the yield will be apparent.

Yield is particularly valuable in managing outsourced teleservicing facilities. The number of Total Calls is available from the long distance carrier. The number of Completed Calls can be determined from the caller information transmitted to your facility, subtracting those calls where the information is incomplete. If the telemarketing service lacks adequate staffing, or other resources necessary for your account, it will show up quickly. Generally telemarketers will have clients share lines and input facilities. If one of those clients becomes very busy, your calls may not be serviced at all, and the number of calls abandoned will skyrocket, driving the yield down sharply. That shortcoming will show up using Yield as your bottomline

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performance measurement. However, it will not show up by reviewing the number of calls received or answered.

What does an evaluation of Yield mean to management? Like a profit and loss statement, it is the bottomline. It is a bottomline comparative standard that can survive changes in procedures, equipment and suppliers. It leads directly to areas for improvement and early recognition of difficulties.

ConServIT Integrated Teleservices, a service of Conversational Voice Technologies Corporation, is a leading provider of advanced teleservices and database management services. For more information, contact ConServIT, 4205 Grove Avenue, Gurnee, IL 60031. Phone 847.249.5560 or e-mail sales@conservit.com.