

TURN EVERY CALL INTO A CUSTOMER WIN:

How JindalX's Aqua Empowers
Exceptional Support



TABLE OF CONTENTS

Introduction	Page No. 3
Empowering Agents for Success at JindalX	Page No. 4
Roles and Responsibilities in JindalX's Quality Assurance Framework	Page No. 7
Integrating Aqua into JindalX's Support Strategy	Page No. 15
JindalX's Success with Aqua	Page No. 18
Conclusion	Page No. 20

INTRODUCTION

Exceptional customer support is a cornerstone of business success in today's competitive market. As customer expectations continue to rise, companies face significant challenges in maintaining high-quality service consistently. In response to these demands, Aqua, JindalX's innovative customer support solution, has been designed to meet the complex needs of modern customer interactions while adapting to evolving business requirements.

Aqua incorporates essential features for auditing teams, from error-free auditing to comprehensive reporting capabilities. By automating and streamlining call auditing and reporting processes, Aqua eliminates manual tasks, boosting efficiency and accuracy. Its adaptable design ensures it can easily accommodate changes in customer expectations and regulatory requirements, providing a robust framework for sustainable service excellence.

Real-time feedback and coaching, facilitated by Aqua, empower agents to quickly identify and rectify mistakes, leading to improved performance and higher customer satisfaction. By identifying skill gaps and providing targeted training, Aqua supports the continuous professional development of customer service agents. Furthermore, the solution encourages a culture of continuous improvement, fostering a growth mindset and driving overall organizational success.

In this eBook, you will discover how Aqua's advanced features and modules, such as user and process management, custom call identifiers, and comprehensive reporting, can revolutionize your customer support strategy.

JINDALX EMPOWERING AGENT'S SUCCESS



Leveraging Real-Time Feedback and Coaching

Real-time feedback and coaching are essential components in empowering agents for success. By providing immediate feedback, agents can quickly identify and rectify their mistakes, leading to improved performance. This approach allows managers to guide agents through specific issues as they arise, rather than waiting for periodic performance reviews. Real-time coaching sessions can address areas of improvement, reinforce positive behaviors, and ensure that agents understand their performance metrics and goals. This proactive approach not only enhances agent skills but also boosts their confidence and engagement.

Identifying Skill Gaps and Providing Targeted Training

Understanding the specific areas where agents need improvement is crucial for their development. Regular performance evaluations and audits help in identifying skill gaps that may hinder an agent's ability to perform effectively.

Once these gaps are identified, targeted training programs can be developed to address them. This personalized approach to training ensures that each agent receives the support they need to enhance their skills. Targeted training can include workshops, e-learning modules, one on-one coaching, and role-playing exercises tailored to address the specific needs of the agents. By focusing on areas that require improvement, agents can develop the necessary skills to excel in their roles.



Encouraging an Environment of Continuous Improvement

Creating a culture that prioritizes continuous improvement is vital for sustained success. Encouraging agents to seek feedback, learn from their experiences, and consistently strive for better performance fosters a growth mindset. This culture can be cultivated by recognizing and rewarding efforts to improve, providing opportunities for professional development, and promoting open communication. Regular team meetings, performance reviews, and feedback sessions can help agents understand their progress and areas for development. Additionally, involving agents in decision making processes and allowing them to contribute ideas for improvement can increase their investment in the organization's success. A culture of continuous improvement not only enhances individual performance but also drives the overall success of the team and organization.



ROLES AND RESPONSIBILITIES IN OUR QUALITY ASSURANCE FRAMEWORK



At JindalX, we maintain a robust Quality Assurance framework that ensures the highest performance and service standards. Each role within this framework is critical to our success, and together, they form a seamless system that drives excellence.

Our users are at the heart of our operations. They engage with our services daily, providing valuable feedback that drives our continuous improvement efforts. Their insights are crucial in refining our processes and consistently meeting their expectations. Here is a detailed look at the key responsibilities of QA (Quality Assurance), QTL (Quality Team Leader), and Admin:

Quality Assurance (QA)

The QA team plays a pivotal role in maintaining service quality. Each QA professional is responsible for auditing the calls of agents mapped to them. They meticulously evaluate these interactions, scoring them on various parameters such as communication skills, adherence to protocols, and problem-solving abilities. This detailed assessment ensures that

every customer interaction meets our lofty standards of excellence.

Quality Team Leader (QTL)

The QTL is essential in maintaining the structure and efficiency of the QA process. They manage the mapping of QA professionals to agents, ensuring a systematic and organized auditing process. Additionally, QTLs (Quality Team Leaders) also audit the calls of agents mapped to them, providing an extra layer of scrutiny and quality control. Their oversight ensures that our QA processes are consistently applied and that our agents receive the feedback they need to excel.

Admin

The admin team is the backbone of our user management system. They handle all aspects of user onboarding, ensuring that new users are seamlessly integrated into our processes. They configure onboarding processes and ensure that all necessary configurations are in place for efficient operation. Furthermore, Admins generate regular performance reports, providing valuable insights into individual and team performance. These reports are critical for identifying areas of improvement and tracking progress over time.

How Aqua's Functions in JindalX

Aqua, developed by Jindal Intellicom, is an advanced auditing tool designed to streamline call auditing and reporting. Its primary goal is to eliminate the manual hassles involved in these processes and provide a robust system that adapts to the ever-changing business requirements. Aqua stands for Agent Quality Auditor and integrates various functionalities to enhance the efficiency and accuracy of audit activities.

Key Features and Modules

1. User Management

- **Create/Update User** : This module allows creating unpractised users and updating information for existing ones. It requires mandatory fields such as Username, Employee ID, Email, Department, and Roles. Once a user is created, they receive login credentials via email.
- **Manage Rights** : This feature manages user permissions. Administrators can assign specific rights to users, ensuring they have access only to the necessary sections of the system.

2. Process Management

- **User Process Mapping** : This function maps users to specific processes, enabling them to access and perform tasks related to those processes. It supports multiple user mappings and provides seamless updates.
- **Create/Update Process** : This allows the creation of new processes with detailed specifications such as Process Name, Type, Business Process, and relevant email notifications. It ensures that all processes are well-documented and easily manageable.
- **Create/Update Script** : This section involves creating audit scripts, which serve as the structure for auditing. Scripts include categories and parameters that need to be evaluated during audits.
- **Script Parameters Management** : Admin users can add or edit categories, parameters, and sub-parameters within scripts. This ensures that the audit criteria are comprehensive and accurately reflect the requirements.

3. Custom Call Identifiers

Custom call identifiers are additional fields not included in the default identifiers. These can be created and customized to suit specific process requirements. They provide flexibility in capturing detailed audit information.

4. Re-Audit Form

QTL can re-audit calls or chats, allowing them to update call identifiers, quality parameters, and compliance parameters. This feature ensures that QTL reaudits a transaction incorrectly scored by the QA.

5. ACPT (Acceptance Configuration)

This feature allows users to configure acceptance criteria on quality forms. It includes options like enabling mandatory primary or secondary ACPT and configuring their positions on the form.

6. Process Wise Time Zone and Week Off Features

These functionalities allow configuring time zones and weekly offs for processes. This helps accurately calculate audit dates and feedback closure periods, considering the specific time zone and weekly off days.

7. Audit/Process Status Report

This report provides daily updates on audit counts, auditor counts, agent counts, and process live dates. It ensures that stakeholders are informed about the status of audit activities.

Calibration Module

1. Template Management

- Users can create and update templates, and add headers, categories, and parameters. This module ensures that calibration templates are accurately set up and maintained.

- **Copy Script:** This feature allows users to copy existing scripts to new processes, maintaining consistency in audit criteria across different processes.

2. Batch Management

- This module involves creating, updating, and managing batches for calibration. Users can map themselves to batches, fill out user forms, and perform calibrations. It ensures that calibration activities are well-organized and efficiently executed.

- **Batch Viewer and Deletion :** Users can view batch details, manage scores, and delete non-calibrated or canceled batches. This feature provides comprehensive control over calibration batches.

- **Calibration Reports :** Calibration reports provide detailed insights into the consistency and accuracy of audits, ensuring that all auditors are aligned in their evaluations.

Agent Discrepancy View

This functionality enables auditors to identify and report discrepancies in agent records. It helps maintain accurate agent data and ensures that any issues are promptly addressed by HR

Development Philosophy

The development of Aqua was guided by the need to create a system that is both robust and flexible. The following principles were central to its development:

1. User-Centric Design

Aqua was designed with the end-user in mind. Its interface is intuitive, and the system is easy to navigate, ensuring that users can perform their tasks efficiently.

2. Scalability and Flexibility

Aqua is built to handle varying business needs. It can scale with the organization's growth and adapt to new processes or changes in existing ones without significant modifications.

3. Automation and Efficiency

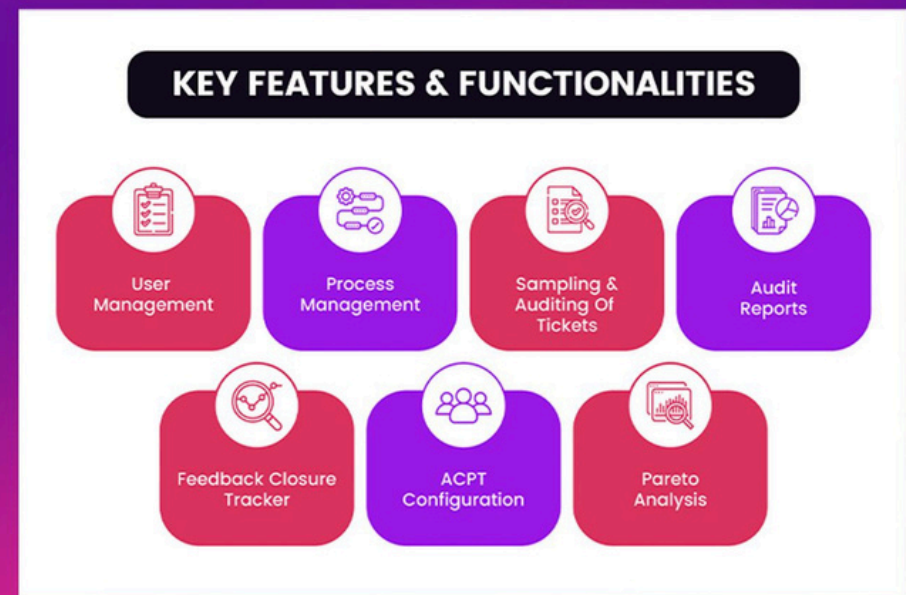
By automating manual processes, Aqua reduces the potential for human error and increases the efficiency of auditing and reporting activities.

4. Comprehensive Reporting

The system provides detailed reports and dashboards that give insights into audit activities, helping managers make informed decisions.

5. Security and Compliance

Aqua ensures that all data is securely handled and complies with relevant regulations. User permissions and roles are strictly managed to protect sensitive information.



Aqua's Function for Customer Service Agents

Aqua has revolutionized various sectors, and customer support is no exception. The integration of advanced technological tools and systems has significantly enhanced the efficiency, accuracy, and overall effectiveness of customer support services. This transformation is essential in today's fast-paced and highly competitive business environment.

- **Enhanced Efficiency and Speed**

Aqua enables efficiency and speed of the customer support agents so queries can be addressed swiftly and other issues. This helps significantly in reducing response times, and ensuring that customers receive immediate assistance, which is essential for maintaining elevated levels of customer satisfaction.

- **Improved Accuracy and Consistency**

Technological tools help in minimizing human errors, which are common in manual processes. For instance, automated systems can ensure that the information provided to customers is accurate and consistent. This is important in industries where precise information is critical, such as healthcare and finance.

- **Streamlined Processes**

Technology facilitates customer support agents to focus on more complex issues that require human intervention. This not only improves productivity but also enhances the quality of customer interactions. Tools designed for call auditing, like Aqua, streamline the process by eliminating manual errors and providing powerful stat-based reporting capabilities.

- **Data-Driven Insights**

Advanced technology allows for the collection and analysis of vast amounts of customer data. This data can be used to gain insights into customer behavior, preferences, and pain points. Businesses can leverage these insights to improve their products and services, tailor their support strategies, and make informed decisions.

- **Enhanced Reporting and Auditing**

Tools such as Aqua exemplify how technology can revolutionize auditing and reporting processes in customer support. Aqua is designed to incorporate all requirements of an auditing team, from error-free auditing to a robust reporting system. It eliminates the daily hassles of manual processes involved in call auditing and reporting requirements. Moreover, it is adaptable to day-to-day changing business requirements, ensuring seamless operation and compliance with evolving standards.

- **Scalability**

Technological solutions enable customer support operations to scale efficiently. As businesses grow, the volume of customer interactions increases. Technology ensures that support systems can handle this growth without compromising on quality or efficiency. Cloud-based solutions, for example, provide the flexibility to scale resources up or down based on demand.

- **Personalization**

With the help of Aqua, QA agents can offer customer support executives feedback. QA agents can analyze the data to provide tailored responses and recommendations. This level of personalization enhances customer satisfaction and loyalty.



STEPS TO INTEGRATE AQUA INTO JINDALX'S SUPPORT STRATEGY



• **Assessment and Planning:**

Evaluate your current support processes and identify areas where Aqua can add value. Plan the integration process, including timelines, resource allocation, and training needs.

• **Setup and Configuration:**

Set up Aqua according to your organization’s requirements. Configure user management settings, process management, custom call identifiers, and ACPT settings to align with your support strategy.

• **Training and Onboarding:**

Conduct training sessions for your support team to ensure they are well-versed with Aqua’s features and functionalities. Provide detailed user manuals and support for any queries.

• **Implementation:**

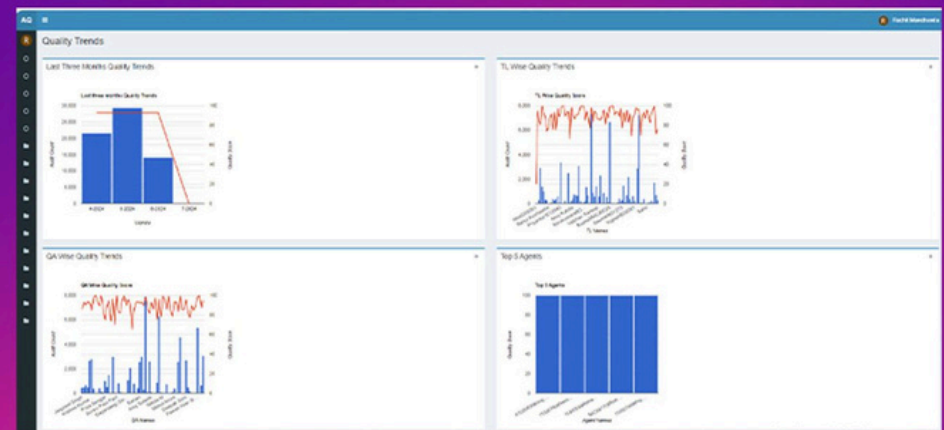
Begin the implementation of Aqua in a phased manner. Start with a pilot project to identify any issues and make necessary adjustments before a full scale rollout.

• **Monitoring and Optimization:**

Continuously monitor the performance of Aqua and gather feedback from users. Use the insights from Aqua’s reporting system to identify areas for improvement and optimize the auditing process.

• **Regular Updates and Maintenance:**

Keep Aqua updated with the latest features and improvements. Regularly review and update the process and script settings to ensure they meet the evolving business requirements.



Benefits of Integrating Aqua

- **Enhanced Accuracy :**

Aqua automates the auditing process, which minimizes the chances of manual errors. This automation leads to more precise and reliable results, ensuring that your financial and operational audits are consistently accurate.

- **Improved Efficiency :**

By streamlining the auditing and reporting processes, Aqua saves considerable time and resources. The software reduces the need for extensive manual work, allowing your team to focus on more strategic tasks and thus increasing overall productivity.

- **Better Decision-Making:**

Aqua provides detailed insights and analytics through its robust reporting system. These insights help you understand your business operations more deeply and make well-informed decisions. With accurate and comprehensive data at your fingertips, you can identify trends, assess risks, and seize opportunities more effectively.

- **Scalability :**

Aqua is designed with flexibility in mind, allowing it to grow alongside your business. As your processes and requirements evolve, Aqua can easily adapt to accommodate these changes. This scalability ensures that Aqua remains a valuable tool regardless of how your business expands or transforms.

UNVEILING JINDALX'S SUCCESS WITH AQUA



At Aqua, our commitment to excellence is reflected in the remarkable achievements of our dedicated QA team. Here are some of our standout success stories that illustrate the exceptional quality and consistency of our services:

2880 Unique Associate Audits

Our associates have demonstrated their unwavering dedication and skill through 2880 unique audits. Each audit represents a meticulous review, ensuring that our services meet the highest standards of quality and compliance. This extensive auditing process highlights our commitment to continuous improvement and excellence in every interaction.

330,665 Call Audits

With an impressive total of 330,665 call audits, Aqua highlights its dedication to maintaining superior communication standards. These audits ensure that every call is handled with professionalism, empathy, and precision, reinforcing our reputation for outstanding customer service. Our rigorous call auditing process guarantees that our clients receive the best possible experience whenever they engage with us.

With accurate and comprehensive data at your fingertips, you can identify trends, assess risks, and seize opportunities more effectively.

92.24/100 Average Audit Score

Our average audit score of 92.24/100 is a testament to the exceptional quality of our audits. This high score reflects our team's consistent performance, adherence to best practices, and relentless pursuit of excellence. At Aqua, we believe every audit is an opportunity to excel, and our scores prove that we continually exceed expectations.



CONCLUSION

Aqua exemplifies JindalX's dedication to transforming customer support through innovative innovation. In an era where exceptional service is crucial, Aqua emerges as a vital tool for modern businesses. By streamlining auditing and quality assurance, Aqua boosts efficiency and precision, enabling organizations to consistently deliver outstanding customer experiences.

This eBook has highlighted Aqua's transformative impact on customer support, highlighting its advanced features and real-world success stories. Integrating Aqua into your strategy equips your team to excel in customer service, fostering satisfaction, loyalty, and growth.

As customer service evolves, Aqua remains pioneering, adapting to new challenges while setting industry standards. By embracing Aqua, you position your organization to elevate support to unprecedented levels of excellence.

www.jindalx.com

JindalX is a global service company focused on delivering awesome customer experiences for its clients.

