



Need to know
when your call
centers' interactions
are **breaking down**?

With QA5, a call-monitoring technology, call centers can get real-time alerts for stress, anger and frustration on both sides of the call using The Emotional Diamond, which is QA5's easy to view display of the caller's emotional reaction.

With the help of QA5, your company can:

- Quickly identify mishandled calls to improve agents' training
- Identify various warning signs earlier and faster
- Automatically reward agents' good performance

With this technology, you're no longer required to "guess" about what your customer is feeling, the agent on the call can see whether a customer is becoming more positively or negatively engaged during the course of the call. This means that your agent can react to emotional states that are not as obvious as anger, but can be just as dangerous to the success of a call — like unease, stress, or apathy.

You can begin to analyze whether the breakdown in communication between the caller and agent occurred because of the style of the agent, the personality of the person being communicated with, the nature of the question, or all of the above. With this technology you can begin to build an improved sales/customer service program that uses the real-time data.

QA5 has direct applications to help in the following areas:

- Training and Development
- Improvement of Customer Surveys
- Analysis and Identification of Customer Emotions Related to Technical Issues or Brand/Product Loyalty

The Emotional Diamond



With the Emotional Diamond you get immediate real-time feedback of your caller to help avoid the breakdown in communication.

Research Approved

"We find that higher levels of positive (negative) affect, as operationalized via higher levels of excitement (cognitive dissonance) determined by proprietary Layered Voice Analysis software, conveys good (bad) news about future firm performance..."

Duke University

Call now at 919.645.1908 or email mcollard@headwaycorp.com for additional details on this innovative technology.