

ParléSM

VIRTUAL FOCUS GROUPS

WHAT: → Virtual discussion group with moderators
→ Custom qualitative research platform designed specifically for call centers

WHEN: 

→ Custom timelines based upon client needs

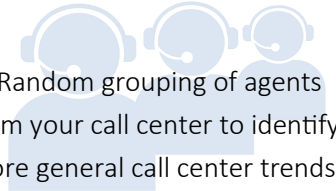
Most common:

- ◆ 1-3 days
- ◆ Consisting of five 15-minute sessions

WHO:
2 TYPES:

1) Targeted VFG for agents identified high-risk based on non-confidential, customizable data delivered and analyzed by AnswerOn or by client-approved selection criteria.

2) Random grouping of agents from your call center to identify more general call center trends.



WHY:

Agents are more likely to be truthful before they decide to leave

Allows for coaching package research and testing

Helps verify quantitative findings

Provides invaluable feedback about issues that are causing dissatisfaction

WHERE:



- Online at work
- Available 24 hours a day

WE ALREADY DO SURVEYS WITH OUR AGENTS. HOW IS THIS DIFFERENT?

- Parlé VFGs are discussions, not surveys. Agents are asked a variety of question types that have been vetted and used with thousands of agents to allow them to have a voice and share their experiences.
- Trained moderators are on during the entire virtual focus group to ask follow-up questions and keep agents engaged.
- Client executives are given "Behind the Glass" logins to view the entire focus group and can communicate ad-hoc follow-up questions to the moderators to be incorporated into a live VFG.

What will it take to start a VFG?

- ◆ FOR A TARGETED VFG: DATA DELIVERED TO IDENTIFY HIGH-RISK AGENTS
- ◆ APPROVE THE MODERATOR GUIDE QUESTIONS
- ◆ SCHEDULE TIMES AGENTS WILL BE LOGGING ON TO THE VFG PLATFORM

