

The Power of Practical Partnerships

Solving Real Contact Center Challenges with Practical Solutions

Thomas Schenk

SNUG Conference | April 2026

Agenda

What we will cover in the next 30 minutes



We will explore the challenges facing contact centers today, understand the true cost of inaction, identify where engagement breaks down, discover practical solutions, and leave with actionable takeaways.



The Reality We Are All Living In



Turnover remains persistently high



QA and coaching do not scale effectively



Managers are overloaded with data



AI is applied unevenly across operations

The issue is structure, not effort



Contact centers are not lacking effort. They are lacking systems that support consistent, scalable engagement.

The Cost of Doing Nothing

40%

of workers plan to leave their jobs

Replacement Cost



0.5x salary

2x salary

EXAMPLE CALCULATION

50 agents at 40% turnover

\$500K - \$2M annually







Doing nothing is still a decision

Every day without addressing engagement and retention compounds the cost to your organization.

Act Now

Engagement Is Not a Soft Concept

What agents actually need to stay engaged

-  Clear expectations they can see
-  Timely, actionable feedback
-  Feeling supported, not just monitored
-  Work that connects to meaningful outcomes

Engagement is infrastructure, not a perk.



Where Engagement Breaks Down

Challenges

Feedback comes too late to be useful

Recognition is inconsistent and arbitrary

QA standards vary by manager

Metrics lack context and meaning

Result



Frustration

Disengagement

Turnover

What Actually Works Instead



Real-time visibility into performance



Automated, continuous feedback loops



Clear, always-on expectations



Scales without increasing manager workload



"If agents cannot see their performance, they cannot control it."

QA and Coaching Do Not Scale



❌ One-size QA does not work for all roles

❌ Too few evaluations to draw conclusions

❌ Manual QA limits sample size drastically

The Scaling Problem

2-3%

of calls reviewed with manual QA

AQA Alone Has Limits

Automated QA lacks nuance for complex interactions

Neither approach alone solves the problem.
The answer lies in intentional blending.

QA That Supports Better Decisions



Role and call-type specific templates
Tailored criteria for different scenarios



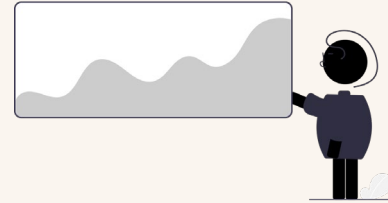
Frequent QA with larger sample sizes
Statistical significance for real insights



Trend-based analysis over time
Identify patterns, not just incidents



Blend human QA with automated QA
Leverage strengths of both approaches



Key Insight

"Patterns matter more than anecdotes."

Examples of QA Approaches in Use Today

Human QA Platforms

Manual evaluation with structured forms and coaching workflows

PeoplePraise

Quazar

Automated / AI QA

AI-powered analysis for high-volume call evaluation

CallSniper

Amtelco AI

SingleComm

CallSource

Choosing the Right Approach

Human QA excels at nuanced evaluation and coaching context. Automated QA provides scale and consistency. The most effective programs blend both intentionally based on call complexity and business goals.

Managers Have Data, Not Insight

CHALLENGES

- ✗ KPIs scattered across too many systems
- ✗ Time wasted assembling reports manually
- ✗ Problems surface after impact has occurred

SOLUTIONS

- ✓ Surface KPI outliers automatically
- ✓ Composite scoring for quick assessment



Key Takeaway

"Managers do not need more data. They need clearer signals."

Metrics Without Trust Do Not Work

CHALLENGES

Agents do not understand how scores are calculated
Metrics feel punitive rather than developmental
Improvement path seems random or unclear

SOLUTIONS

Historical visibility into personal performance
Clear progression tracking over time
Shared expectations between agent and manager

Week 1

Score: 72



Week 4

Score: 81



Week 8

Score: 89

Recognition That Actually Works

! Recognition Challenges

Depends entirely on who notices performance
Manual processes do not scale effectively
Physical gift cards create friction and delays
Inventory management overhead is significant

✓ Practical Solutions

Tied directly to measurable performance
Automatic detection and delivery triggers
Electronic rewards for instant gratification
No inventory or reconciliation required



Example: Electronic Rewards

Tango Card and similar platforms

⚡ Instant delivery

🗑️ No inventory

🔗 Easy integration

💰 Cost control

Synthesis: What We Have Learned

- ✓ AI should assist, not judge
- ✓ Integrate systems instead of replacing them
- ✓ Measure trends over snapshots

Four Practical Takeaways

1. Shorten feedback loops
2. Make expectations visible
3. Blend human QA and AQA intentionally
4. Reward consistency, not heroics



Closing Thought

"Technology does not fix culture. Practical partnerships make culture easier to build. Flexible, interoperable solutions beat rigid platforms."

Thank You

Thomas Schenk | WSTA Conference | January 29

