



Improving your interactions

Since the introduction of the Policing Pledge police forces have been faced with the challenge of optimising the usage of existing IT to assist them in meeting the new focus on community policing. One such challenge is ensuring that the interaction between the public and call takers is polite and courteous – but how can forces measure such a subjective area and – more importantly – manage and improve on it? BAPCO Journal speaks with Paul Collins, Director Business Development Public Safety, of call recording specialist CyberTech International.



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Applications such as Evaluation are standard in commercial contact centres, but most police forces are still only using them for emergency calls.

Policing Pledge delivery is at the top of the agenda of all forces in the country and Pledge monitoring reports are being compiled up and down the country attempting to show in statistical terms how forces are meeting these new requirements.

Indicator categories may include:

- % people saying the officer was polite and courteous.
- % people saying they were satisfied with the five user satisfaction areas (making contact; action taken; keeping informed; treatment by staff; overall).
- % agreeing that the police would treat you with respect if you had contact with them.

Such performance indicators provide a useful account of how the public views its interaction with the police, but the question remains, is there an existing IT tool that can pro-actively improve these interactions, and by extension, the performance indicators?

Paul Collins of CyberTech believes that while most police forces record all their emergency calls, and in many cases their non-emergency/helpdesk calls from the public, they rarely use additional application that allow them to evaluate and improve upon the quality of the call handling.

One such application is CyberTech's Evaluation Application, a value-added quality and efficiency monitoring solution. In a nutshell, explains Collins, Evaluation can offer a complete picture of every call to identify where and how performance can be improved. "Typically what they would do is use the application to listen to a random sample of calls and assess them, and for emergency calls they would then process them to

ensure that they are meeting national standards." Collins adds that call handler managers could add a category for courteousness and friendliness to the measuring standards in order to evaluate the quality of the calls. "We do have some police forces in the UK using this system for evaluating 'soft calls', but most forces while they are using the management tools for emergency calls, they aren't for helpdesk calls."

Once calls are recorded they can be fed into training, suggests Collins. "This is standard in call centres, which are very profit and loss oriented. They would take a couple of good examples and a couple of bad examples – something that the police have been late to do."

➤ Evaluation Application

- One application for voice recording, screen recording and evaluation.
- Evaluation forms with configurable sections.
- Set up schedule to select recorded calls and screen recordings for evaluation (eg a defined number of calls to be retrieved by day, week or month).
- Design custom forms.
- Creating evaluation projects by assigning calls to be assessed, along with forms to supervisors.
- Generate graphical reports on evaluations and call statistics.