

# BPA Quality Capability Statement



## Company overview

For over 30 years, BPA Quality has partnered with contact centers around the world to elevate how organizations engage with their customers. We provide a comprehensive range of services and resources designed to replace, enhance, or add value to existing Quality Improvement teams, helping our clients deliver more consistent, meaningful, and customer-focused experience.

## Mission and vision

### Our mission

To unlock human potential in contact centers through evidence-based insight, and intelligent technology, driving care, ownership, and exceptional customer outcomes.

### Our vision

A world where contact centers are places people thrive, customers feel genuinely cared for, and performance is sustainably world-class.

## Core capabilities

- Outsourced QA evaluation
- Contact Center Training
- QA technology
- Certification of CX QA effectiveness



## Our experience

Airlines	Restaurants
Automotive	Real Estate
Cable	Transport
Cruise Lines Education	Travel
Energy	Technology
Food	Legal
Healthcare	Medical
Hotels	Rail
Insurance	Financial
Retail	

## Company details

**USA: +1 866 646 8509**

**UK: +44 1392 347400**

**Asia Pacific: +1.866.646.8509**

# The BPA culture and results achieved



## Results

**+18%**

**Increase in conversion rates**

**+12%**

**Increase in sales of 12% year-on-year across the two outsourced call centres**

**+20**

**Over 20 targeted quality insight reviews delivered to the client in the first year**

**-17%**

**Reduced technician visits**

## Certifications



## BPA Quality differentiator

BPA Quality acts as a trusted partner, working collaboratively with companies to design and implement long-term strategies for improving customer engagement and operational performance.

## A flexible resource

Our services are scalable to meet the demands of companies during peak periods. We adapt to your organization's unique needs, providing consistent support without straining internal resources.

## A total solution

By combining industry-specific expertise, actionable insights, and practical training solutions, BPA Quality helps companies meet the evolving demands of their customers while delivering measurable improvements in service quality, efficiency, and compliance.

## Trusted by clients

BPA is trusted by globally recognized organizations known for outstanding customer experience, built on over 30 years of proven expertise and results. This trust often evolves into longterm partnerships.

## Contact us

### Americas

**+1.866.646.8509**

### Europe, Middle East and Africa

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### Asia Pacific

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[bpaquality.com](http://bpaquality.com)

[linkedin.com/company/420771](https://linkedin.com/company/420771)

[facebook.com/BPAQualityUSA](https://facebook.com/BPAQualityUSA)

# Expert outsourced Quality Assurance



**A smart and comprehensive solution that ensures the quality of the customer experience, reduces risk, and unlocks the development potential of people and processes**

## The problem

Traditional QA models are rigid, resource-heavy, and process-driven, making it difficult to scale expertise, develop agents, consistently improve customer experience and make effective use of technology.

## Our solution

A turnkey QA and CX solution that provides immediate access to a flexible team of quality and customer experience experts, scalable up or down as needs change, combining human expertise and technology to improve effectiveness, reduce risk, and optimize cost.

## What makes this different

We bring an unbiased, independent, data driven view of performance that will enable you to scientifically measure the true impact on your organization and take action that will reduce costs and impact the results achieved.

## Outcomes you can expect

- Confidence in performance data and decision-making
- Faster identification of risk, gaps, and opportunities
- Behavioral change that sticks, not just reported insight
- More engaged agents who understand their impact
- Sustainable cost reduction driven by effectiveness, not compromise



## The BPA story

BPA Quality's unique capability is the result of a deliberate evolution from training into research, psychometrics, and purpose-built technology.

This enables our clients to access quality insight that is rigorously evidence-based, objectively measured, and immediately actionable.

With over 30 years of specialist expertise, global exposure to best practice, and the ability to evaluate 100% of customer interactions, we bring unparalleled depth, scale, and insight to every client partnership.

## Next steps

Explore how you can unlock more value from your QA function and team training.

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# Contact center training that sticks



**Develop frontline capability that translates into delighted customers**

## The problem

Most contact center training is forgotten within weeks. Agents attend sessions, pass assessments, and return to old habits, leaving leaders frustrated by the lack of impact on customer outcomes and performance metrics.

## Our solution

**We design and deliver training that is:**

- Directly linked to real customer interactions
- Reinforced through coaching and QA insights
- Built around practical, observable behaviors
- Supported by practical objective feedback, not theory alone

## What makes this different

### EQ before execution

We build self-awareness, emotional regulation, and confidence first, so new hires and experienced teams can manage pressure, feedback, and customer emotions effectively.

## Outcomes you can expect

- Confident, resilient teams
- Faster time to competence
- Consistent customer experiences
- Lasting behavior change
- Reduced attrition



## Examples of targeted workshops

- Introducing Care and kindness into interactions
- Delivering a great experience to vulnerable customers
- Handling conflict and defusing difficult situations
- Inspirational Coaching for results
- Using emotional intelligence to lead and build teams

## Next steps

### Let us energize your team

Are you ready to revolutionize your customer engagement and agent performance?

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# Coaching, QA and business intelligence technology



Where technology meets 30 plus years of real-world experience in developing outstanding CX

## The problem

Contact centers generate vast amounts of data yet struggle to translate insight into behavioral change. Technology presents facts on performance, but without understanding the human behaviors behind those results, it fails to engage the hearts and minds of agents, limiting its ability to create care-driven, lasting improvement.



## Our solution

### Our technology:

- EvaluateQA connects QA, coaching, and operational metrics
- Links behaviors to outcomes such as CSAT, FCR, and AHT
- identifies patterns, risks, and opportunities leaders didn't know to look for



## What makes this different

- Tailored to the needs of your organization
- Built around human judgment, not just algorithms
- Designed to support coaching and development, not surveillance
- Flexible, practical, and affordable compared to enterprise tools
- Auto QA evaluating up to 100% of calls

## Outcomes you can expect

- Clear visibility into what drives results
- Smarter coaching and people development decisions
- Business intelligence that allows technology and human insight to be blended

## Maximize ROI with EvaluateQA technology

This is not a one-size-fits-all solution. Its power lies in enabling organizations to tailor quality insight and coaching to their people, customers, and culture.

Too often, technology companies prioritize tools over outcomes, lacking the practical expertise needed to turn data into behavioral change. When the focus shifts away from agents and customers, technology becomes informative but ineffective.

## Next steps

Explore how you get more out of your data and discover the 'why' behind the 'what'.

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# Quality impact audit and certification



**Independent validation that certifies the true impact and value of your QA program**

## The problem

QA activity can look robust, until it's independently tested. Without objective validation, organizations may be unaware that their quality processes, coaching, and measurement are not as effective as they could be or misaligned to best practice and exposing them to unnecessary risk.

## Our solution

We provide an independent, expert-led certification that objectively assesses the effectiveness of an organization's quality processes, measurement, and coaching practices.

Acting as a comprehensive quality health check, our solution evaluates not just whether frameworks exist, but whether they work, align to best practice, and reduce risk. It gives leaders clear, evidence based insight into the true state of quality across their organization.

## What makes this different

- Independent assurance that quality practices are effective and fit for purpose
- Clear identification of gaps, risks, and improvement opportunities
- Confidence that quality measurement and coaching align to best practice
- Reduced exposure to operational, customer, and reputational risk
- A credible certification that builds trust internally and externally



## Outcomes you can expect

Our approach goes beyond compliance and internal self assessment. It combines independent expertise, psychometric-based evaluation, and real-world operational insight to remove bias and false confidence.

We examine the quality and effectiveness of the documentation or activity, we assess behavioral impact, coaching effectiveness, and outcome alignment, providing an objective view few organizations ever receive.

## Next steps

Discover how well your contact center compares to industry standards.

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