

# CONTACT CENTERS



# CALL CENTERS

## CHOOSE THE BEST SYSTEM FOR YOUR ORGANIZATION

### TYPE OF CONTACT

#### CALL CENTERS



POINT OF CONTACT:  
Phones

#### CONTACT CENTERS



POINTS OF CONTACT:  
phone, email, chat, fax,  
web calls (e.g. Skype)

### PROCESS

#### CALL CENTERS

1-2-3

Answer calls in order they  
were received



Call center agents



VoIP may have issues  
getting through

#### CONTACT CENTERS



Being a call center makes  
up only one capability of  
a contact center

### IMMEDIACY OF PROBLEM

#### CALL CENTERS



Customers who are  
contacting center are in  
many cases at critical  
point with company

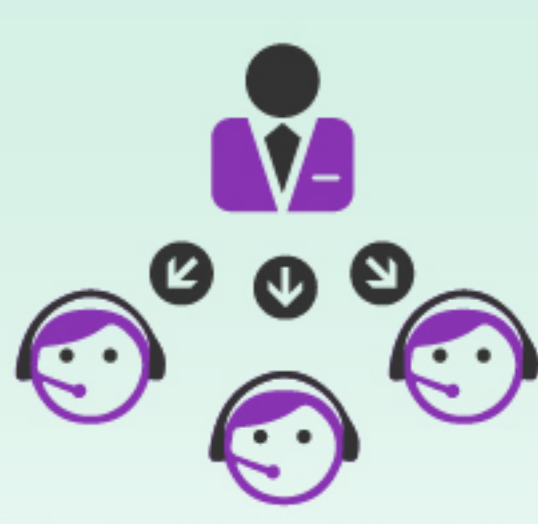
#### CONTACT CENTERS



Less urgency from  
customers; more along  
the lines of client  
management

### MANAGEMENT

#### CALL CENTERS



STRAIGHTFORWARD:  
supervisors manage  
phone calls

#### CONTACT CENTERS



COMPLEX: supervisors oversee different  
types of contact and must be familiar  
with employees' different strengths to  
assign them the correct outpost  
(phone, email, live chat, etc.)

### MEASUREMENT

#### CALL CENTERS



How long it takes for customer  
waiting in line to be served

How long is spent on each call

How long it takes for customer's  
problem to be solved

#### CONTACT CENTERS



Level of customer satisfaction



Survey served up to customer  
regardless of method of contact  
that asks, "Was your problem  
resolved today?"

### INBOUND OR OUTBOUND

#### CALL CENTERS



Inbound calls only

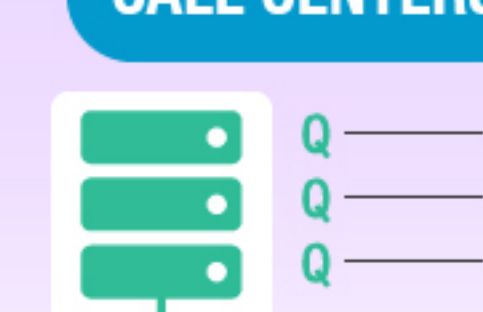
#### CONTACT CENTERS



Inbound and outbound services

### SOFTWARE

#### CALL CENTERS



Simple:  
database with  
series of questions

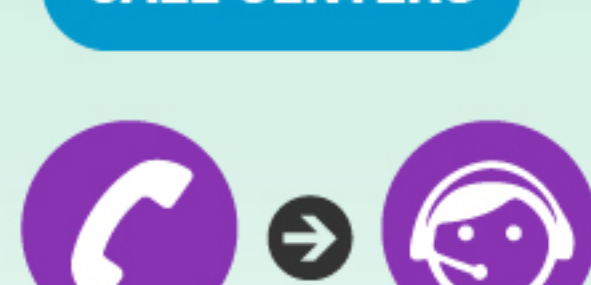
#### CONTACT CENTERS



Sophisticated

### ORGANIZATION

#### CALL CENTERS



The focus is on receiving calls  
and speaking to customers on the phone

#### CONTACT CENTERS



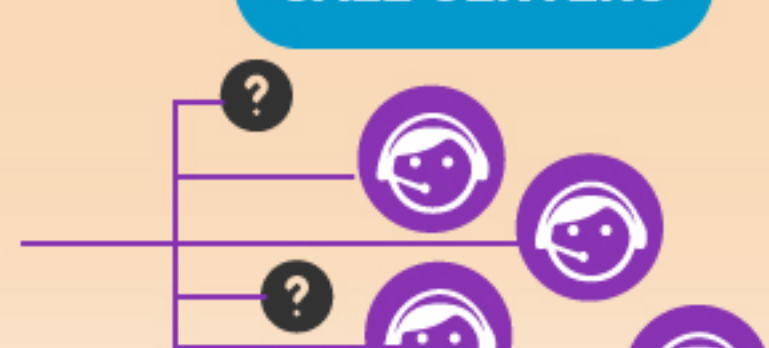
Tasks are organized  
according to skill sets



There are universal agents and  
agents that are focused on  
one area (phone, email, chat, etc.)

### EFFICIENCY

#### CALL CENTERS



High volume of calls, sometimes  
not enough CSRs to handle them

#### CONTACT CENTERS



When call volumes are low,  
CSRs can deal with emails and  
faxes. CSRs are better utilized overall.

### CUSTOMER SERVICE REPRESENTATIVE SKILLS

#### CALL CENTERS



CSRs must have excellent phone manners  
and the ability to find suitable responses to  
customer questions and issues on the spot

#### CONTACT CENTERS



CSRs need all of the same skills as call  
center employees plus more technical  
adeptness and better writing skills.

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