



Quality Customer Service in the Call Center Environment

What happens when you dial that 1-800 number?

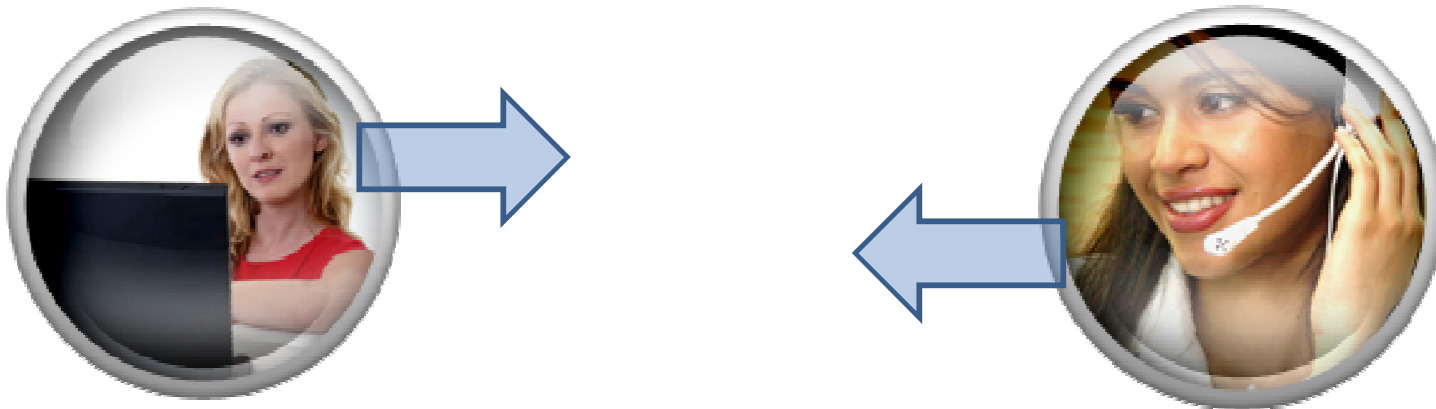
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A Brief Exercise

- Please discuss with a person sitting next to you:
 - A recent toll free call you made where you received good customer service. This call made you feel good about doing business with this particular company.
 - A recent toll free call you made where you received less than desired service. This might have caused you to think twice about continuing business with this company.

In the “Old Days” Getting Help Was Easy



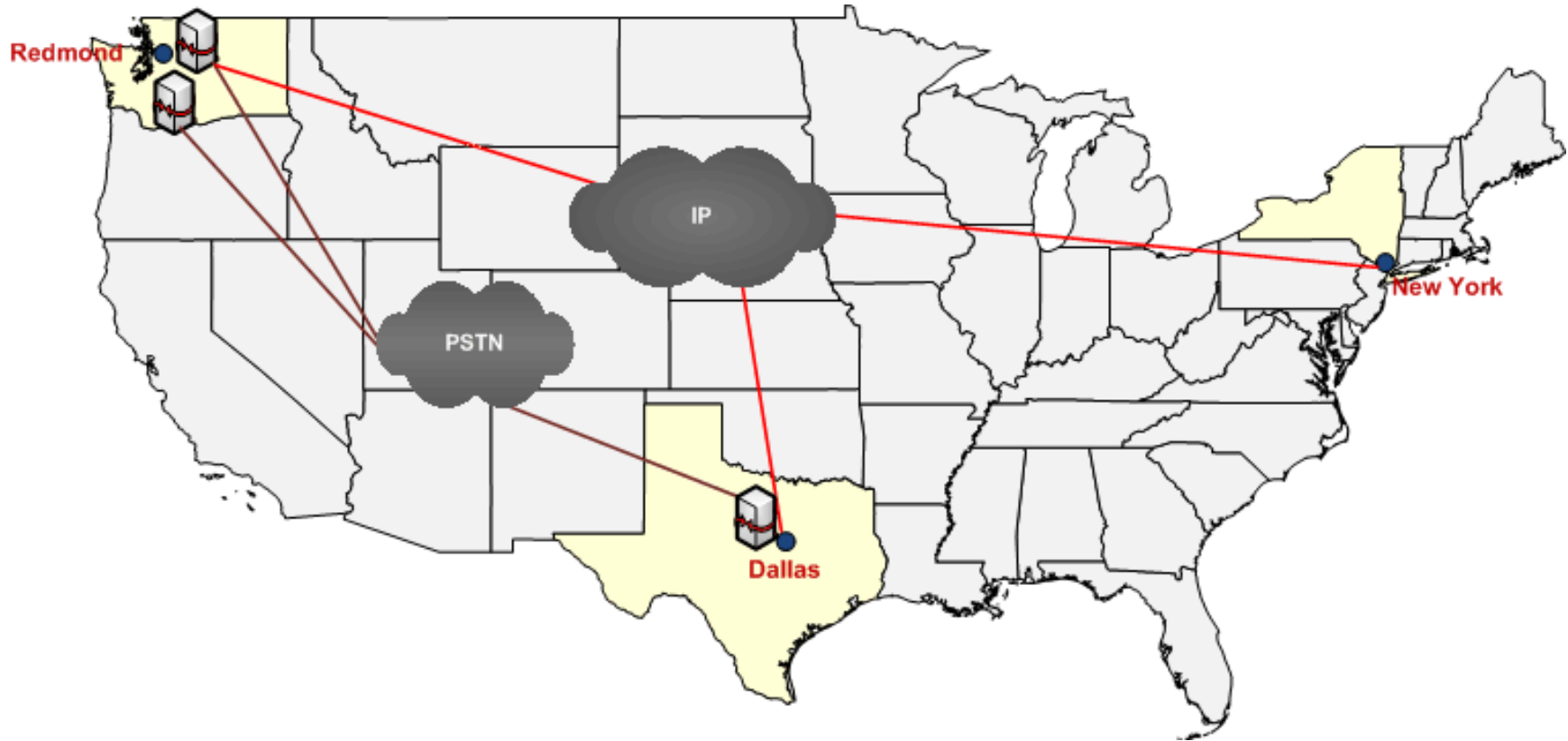
Back in the early years of customer support, calling for help was as easy as:

- Identify your problem,
- Call the person who sold you the product,
- Ask your question, and
- Get the answer and go on your way.

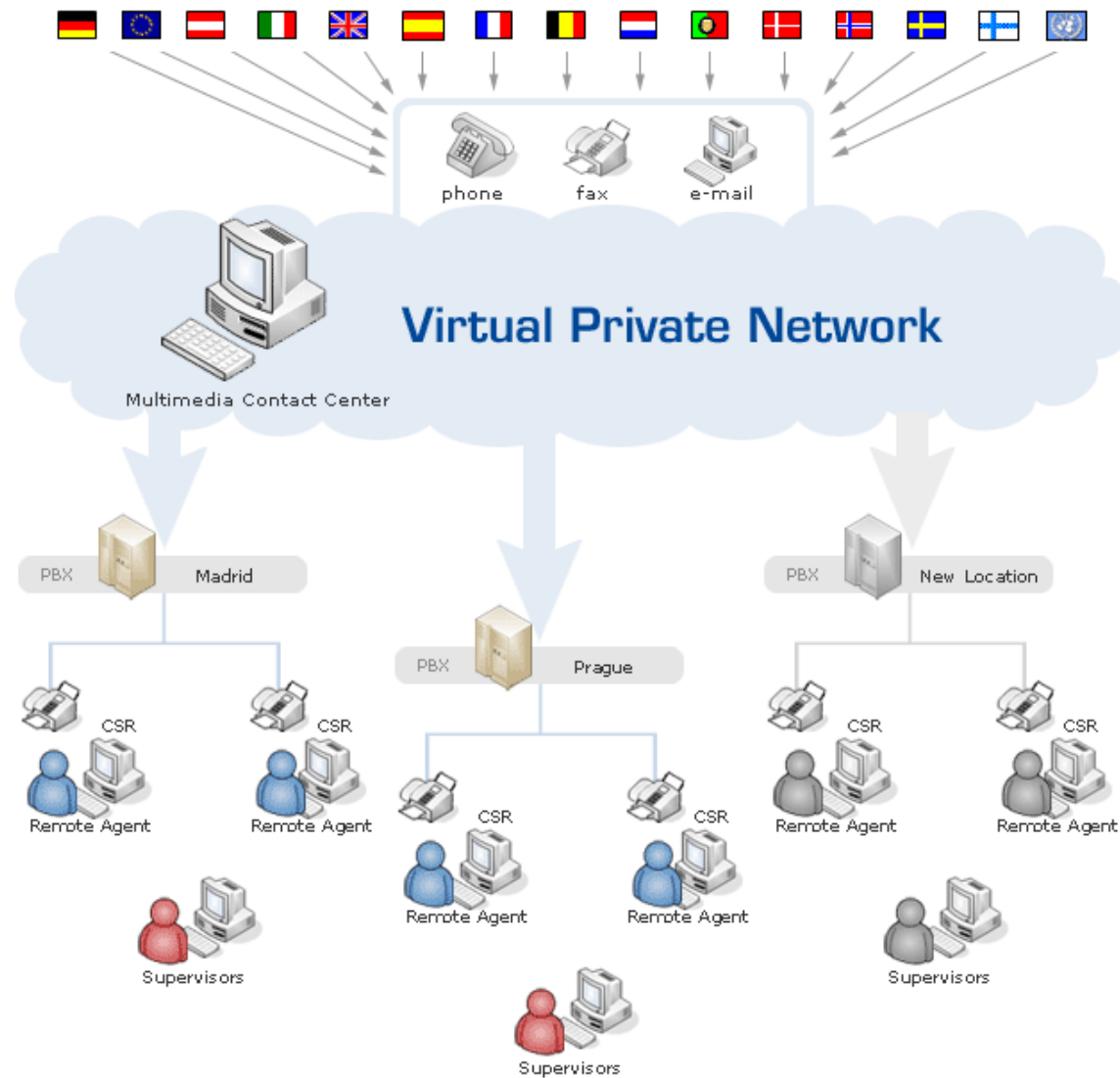
Example of Workforce Demands

Volume	Wait Expectation	Solution
30 calls per week 12 hours, 5 days	No concern	1 Agent
30 calls per week 12 hours, 5 days	Low Wait	3 Agents
30 calls per week 24 hours, 7 days	Moderate Wait	15 Agents
1000 calls per week 24 hours, 7 days	Moderate Wait	20 Agents
1000 calls per week 24 hours, 7 days	Low Wait	30 Agents
10,000 calls per week 24 hours, 7 days	Moderate Wait	65 Agents
250,000 calls per week 24 hours, 7 days	Moderate Wait	8,000 Agents

Now, It's a Little More Complicated



Actually, It's Much More Complicated



Example Points of Failure

Potential Failure Point	Process
Right Person	<ul style="list-style-type: none">• Recruiting Practices• Selection Standards• Testing Validation
In the Right Place	<ul style="list-style-type: none">• Skill Routing• Schedule Communication
At the Right Time	<ul style="list-style-type: none">• Forecasting and Planning• Real Time Management
With the Right Skills	<ul style="list-style-type: none">• Training• Coaching• Ongoing Learning• Employee Retention
Solving Problems, Making Sales	<ul style="list-style-type: none">• Workflow Processes• Tools• Training
Delighting Customers	<ul style="list-style-type: none">• Environment for Success• Caring, Work Pride• Defined Goals• Standard Measurements