



Welcome to the July 2012 Newsletter from Contact Centre Action

Welcome to another quarterly newsletter from Contact Centre Action.

This edition we discuss Customer Service in Australia and present the Asia-Pacific results from the Contact Centre World Awards.

Contact Centre Action Newsletter - July 2012

Customer Service

I was at a presentation recently where it was stated that customer service in Australia is still considered to be well below the standard experienced in similar countries overseas, which started me thinking - with all the talk about retailers finding business difficult and the explosion of online shopping, why is this still the case?

Some companies are making a conscious decision to become more 'customer-centric', which can be seen through their marketing. The leaders of this change are likely to obtain a significant advantage over their competitors as customers become more demanding. Customer service is one way to set yourselves apart from your competitors.

We are all familiar with terms like "delight your customer", "be easy to do business with", "go the extra mile" and "surprise your customer", but do we do it? In most cases, no! We still have confusing IVR trees, we expect the customer to know what they want and who to talk to, we transfer customers looking for the right person, we don't train staff well enough to answer customer questions. I was listening to the radio the other day, and an elderly gentleman called in to discuss a recent trip to the chemist - he had his prescription filled, and called a taxi to go home. After 45 minutes the taxi hadn't arrived and it was a wet, cold, miserable day. The pharmacist noticed him waiting for the taxi, asked him what happened, and promptly drove the elderly man home in the pharmacist's private car. Pretty good service I think - and it got a run on the radio the next day.

Many contact centres survey customers now. This can be full on market research, post-call survey, automated email surveys, and can be anything from a detailed questionnaire with verbatim feedback to a simple net promoter score. Each has advantages and disadvantages, and none can really be called "the best" - optimum results are often obtained by combining different survey types. There are now two

more survey types to add into the mix - Customer Effort Score (which is designed for end-to-end processes rather than individual transactions) and Ease Of Doing Business.

Technology vendors are also providing more and more functionality to delight customers. Speech Analytics has been available for some time now, although it isn't as widely used as we would expect. There are now a multitude of smart phone applications that integrate to current solutions, there are smart phone applications and web site applications that request contact centres to call customers back at a pre-determined time, there are applications that pro-actively notify customers of updates to problem and service status, plus custom-built applications that can be designed to suit your needs.

So how is your customer service? What are you doing to delight your customer? What technology is available to help you? Are you going to be leading your competitors or are you trying to catch them?

Contact Centre World Awards

Congratulations to all the winners at the recent Asia Pacific Contact Centre World Awards Regional Finals in Singapore. Winners from Australia were:

Shine Lawyers – Bronze Medal, Best Contact Centre Small (Inhouse)

Western Power – Gold Medal, Best Contact Centre Medium (Inhouse)

iSelect – Bronze Medal, Best Contact Centre Medium (Inhouse)

NAB – Gold Medal, Best Contact Centre Large (Inhouse)

Sue Coe, Shine Lawyers, Silver Medal, Best Contact Centre Operational Manager

OCIS Group – Gold Medal, Best Incentive Scheme

iiNet – Gold Medal, Best Home/Remote Agent Program

For a full list of results, please go to www.contactcentreworld.com.

Gold medal winners now represent the region in the World awards which will be held in Las Vegas from October 29th to November 2nd 2012.

Entries for the 2013 awards will open in November 2012. If you are interested in benchmarking yourselves against others in the industry, I commend you to consider entering these awards. Having been a judge this year and seeing the process first hand, I believe these awards are an excellent way of comparing yourselves to others, undertaking an objective analysis of your own operation and learning from the best in the world.

CCMA Events

Mark your diaries for the following CCMA events:

16 August 2012 Perth – The Art of Pairing Wine With Chocolate

20 September 2012 Sydney – You Are On The Air with CCMA Radio!

5 October 2012 Melbourne – Details to follow.

For a full list of events please go to www.ccma.asn.au.

19 Sep 2012 Perth Networking Evening

05 Oct 2012 Melbourne Networking Lunch

15 Nov 2012 Brisbane Networking Evening (The Great Debate)

21 Nov 2012 Perth Christmas Event – Evening

07 Dec 2012 Melbourne Christmas Lunch

More events will be added as they are confirmed

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