

Contact Centre Action Newsletter

Welcome to another Contact Centre Action Newsletter!

The industry seems quite active and 'in the news' so far this year, with talk of a Do Not Call Register, mergers and acquisitions, new call centre establishments and so on. Let's hope the news continues throughout the year, but in a positive way.

I wonder if the Federal Budget will have any impact - positive or negative - on the Call and Contact Centre Industry in Australia.

What is customer service - really?

When asked this question, many people will focus on the actual interaction between the company staff and the customer - ie verbal dialogue, whether it takes place over the phone or face-to-face.

This interaction is absolutely critical, and is where many companies 'get it wrong', but total customer service is much more than that. Consider these points as well:

- How easy is it for customers to find you? For a shop, it depends on location, for a contact centre it depends on publicising your phone number or email address appropriately. Don't forget your web site.
- How easy is it for your customers to reach you once they know where you are? For a shop, it depends on parking, public transport and appropriate hours of operation, for a contact centre it means no busy tones, minimal queues and appropriate hours of operation.
- Once 'inside', how is the ambience? For a shop, that is the colour, decoration, lighting and layout, for a contact centre it includes the in-queue messages, getting to the right person quickly and IVR design.
- Then there is the interaction between staff and customer. Are you providing what the customer wants? Is the communication on both sides clear and understood? Is it a quality interaction? Will the customer want to return?
- Lastly, there may be follow-up after the interaction - perhaps to resolve a problem or to back-order some stock.

While I have drawn some comparison between shops and contact centres, please don't automatically impose retail ideas and practices on a call centre - they often work in opposite ways. For example:

- There is no visual communication between a contact centre and its customers, whereas a shop uses visual impact to boost sales.
- You often need to queue to get in to a contact centre, you usually need to queue to get out of a shop.
- As you advance in a shop queue your mood improves, as you wait in a contact centre queue your mood deteriorates

Have you reviewed your end-to-end customer service lately? How could you improve it? Are you providing what your customers expect?

As competition increases, customers are demanding improved customer service all the time. Sometimes the level of customer service is the only differentiator between you and your customer.

How do you measure up?

If you would like us to help you improve your customer service, please call us on 0414 593 819 or email spels@ccaction.com.au for more information.

TalkTactics have recently added a leading edge e-learning platform to their face to face training support tools and online coaching and performance management solutions. Now, using the elearning engine you can begin the induction programme before people start working with your organisation. Trainers can prepare their training manuals within 15 minutes using the face to face training support tool. The Supervisors can then coach those new skills back in the workplace using an online coaching tool. There has already been interest internationally and the system can be scaled from 10 to 20,000 users. For more information please contact us and we will pass your details on.

For your convenience we have recently added all our previous newsletters to our web site - www.ccaction.com.au. Please have a look - there may be something in a previous edition that you may find interesting.

Do you know of anyone else who would like to be added to our distribution list? Please ask them to email their details to spels@ccaction.com.au.

Until next time....

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Call Action - Now!