

Contact Centre Action Newsletter

Welcome to another Contact Centre Action Newsletter!

Wow! What a huge quarter and start to the financial year. I know we have been extremely busy, and most of the vendors that I have spoken to are in the same situation. Let's hope it continues for the foreseeable future.

Primary strategy focus moves away from Technology.

According to callcentres.net Australian Contact Centre Benchmarking Research dated June 2006, 36% of call centres responded that their primary strategy for the next 12 months is Organisational Change (including restructure, change management and cultural change). A further 19% cited Customer Service as their primary strategy. Only 11% stated their primary strategy would be Technology.

Which consulting company will you use to assist you in making your primary strategy a success?

Which company will your competitors use?

Customer Contact Management Association

In July I was elected the Secretary of the CCMA - a role I am really excited about. The CCMA has been busy organising a full program of diverse events to benefit everybody involved with the call and contact centre industry. They have also been forging relationships with many similar associations overseas to provide fantastic value for all members. Please have a look at the web site - www.ccma.asn.au - for full details about upcoming events, international affiliations and membership details. I hope to see you at one of our upcoming events very soon.

What is a quality call?

There are three main components to a quality call.

The first is knowledge about the products and services offered by the organisation. Obviously these skills are fundamental to being able to service the customer, and are therefore covered in training by most organisations. This training is usually commenced as part of induction, and knowledge is built on through additional training and experience throughout the staff member's term of employment.

The second component is what I call the etiquette of phone calls. This includes the call opening and the call closing, as well as how you use the customer's name, how you put a customer on hold, how you transfer a call, when you should use hold and when you should use mute, as well as other points like not eating and drinking while on the phone. It sounds obvious, but you would be surprised..... Some organisations are moving towards training this, but it really isn't as widespread as it should be.

The third component involves the tone and the language used. This component is the one that is most overlooked when it comes to training, but it can really make a difference to customer satisfaction and can assist in the reduction of call durations at the same time. It is also absolutely critical that the tone and language compliments and contributes to the image that you are trying to create for your company - some customers only deal with you over the phone. This is a highly specialised area that we wouldn't normally attempt to train, but we are working with another organisation to provide precisely this service.

How is your company's call quality? Do you measure it?

If you would like us to review you call quality, assist with developing a call quality program, or assist you with the on-going assessment of call quality, please call us on 0414 593 819 or email spels@ccaction.com.au for more information.

Transforming Shared Service Centre Operations

I have been invited to speak about benchmarking at the above conference in Sydney on the 16th and 17th of October. Attached is the overview of the conference in case you are interested. Please note - CCMA members are entitled to a 10% discount on the conference fees.

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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