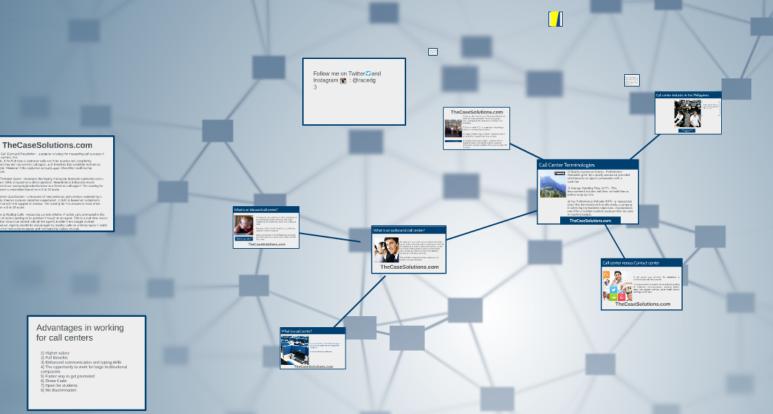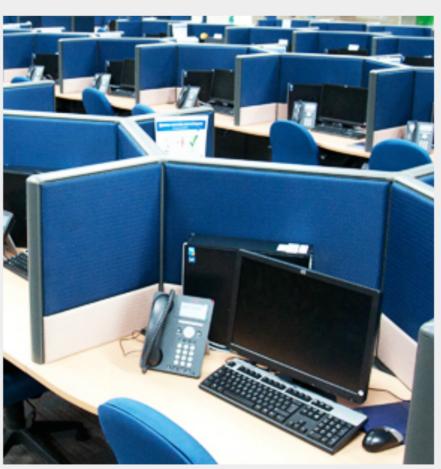# Trustme Two Call Center

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Trustme Two Call Center

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What is a call center?

It is a centralized office used for receiving or transmitting a large volume of requests by telephone.

It may be inbound or outbound.

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What is an inbound call center?

"Where's my order?"

An inbound call center is one that exclusively or predominately handles inbound calls (calls initiated by the customer) rather than outbound calls.

Because of this, most inbound call centers are customer service focused.

Many call centers in the Philippines commonly have this type of set-up to serve clients around the world.

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What is an outbound call center?

An outbound call center is one in which call center agents make outbound calls to customers on behalf of a business or client. Calls made from the center can include telemarketing, sales or fund-raising calls, as well as calls for contact list updating, surveys or verification services.

This definition means that most outbound call centers are sales focused.
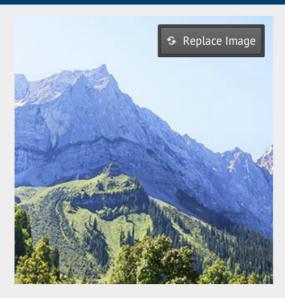
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Call center versus Contact center

A call center uses primarily the **telephone** to communicate with the customer.

A contact center is a location for centralized handling of individual communications, including **letters**, **faxes**, **live support software**, **social media**, **instant message**, and **e-mail.**

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Call Center Terminologies

1) Quality Assurance Scores - Performance evaluation given by a quality assurance specialist who listens to an agent conversation with a customer

2) Average Handling Time (AHT) - This measurement includes talk time, on-hold time as well as wrap-up time.

3) Key Performance Indicator (KPI) - a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs at multiple levels to evaluate their success at reaching targets.

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4) First Call (Contact) Resolution - a popular strategy for measuring call success in contact centers. For
example, if the first time a customer calls and their queries are completely answered they will not need to call again, and therefore this would be marked as successful. However if the customer contacts again then this would not be successful.

5) Net Promoter Score - measures the loyalty that exists between a provider and a consumer. NPS is based on a direct question: How likely is it that you would recommend our company/product/service to a friend or colleague? The scoring for this answer is most often based on a 0 to 10 scale.

6) Customer Satisfaction - a measure of how products and services supplied by a company meet or surpass customer expectation. C-SAT is based on customer's experience with the support or service. The scoring for this answer is most often based on a 0 to 10 scale.

7) Active & Waiting Calls - measures current volume of active calls compared to the number of callers waiting to be patched through to an agent. This is a real-time status metric that should be shared with all the agents to offer them insight on their performance. Agents should be encouraged to resolve calls on a timely basis in order to get to the next caller in queue and not keep the callers on wait.

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1) Agent - Also known as a "Customer Advisor" or often as "Representative", these are people who correspond with customers on behalf of a company.

2) Team Leader (TL) - a supervisor who directly oversees work quality of agents.

3) Subject Matter Expert (SME) - a person who is an authority in a particular area or topic.

4) Quality Assurance Analyst - a person who is tasked to listen and monitor agents' customer interactions and give feedback to ensure quality will be done.

How can we help you? :)