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1. **High level of customer service** - provides support for resolving all business to business issues. 24/7/365 for those in a customer role or other trading role. Includes a dedicated team of multi-cultural staff, and the use of video by email to ensure a personal touch of the customer service support team throughout the customer journey.

2. **Lead to sales conversion** - ensures that all leads are handled in a timely and professional manner. Includes a dedicated team of sales staff who are trained in the highest level of customer service to ensure a high level of conversion. The sales team are supported by a dedicated team of customer service staff to ensure the customer's experience with the support of our team.

3. **Customer experience** - a measure of how people feel and how they behave as a customer. This is a key customer experience goal. It is the customer's perception of the quality of service. The quality of the service is a key driver of customer loyalty and repeat business.

4. **High level of customer service** - provides support for resolving all business to business issues. 24/7/365 for those in a customer role or other trading role. Includes a dedicated team of multi-cultural staff, and the use of video by email to ensure a personal touch of the customer service support team throughout the customer journey.

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Call center support & staff issues

Call Center Terminology

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Advantages in working for call centers

- 1) Higher salary
- 2) Flexibility
- 3) Enhanced communication and typing skills
- 4) The opportunity to work for large international organisations
- 5) Career progression
- 6) Career growth
- 7) Open for students
- 8) No discrimination

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4) **Key Call Center Resolution** - a popular strategy for measuring call success in call centers. Key Call Center Resolution is a metric that measures the percentage of calls that are resolved on the first call. This metric is used to evaluate the effectiveness of call center agents and to identify areas for improvement. Key Call Center Resolution is calculated by dividing the number of calls resolved on the first call by the total number of calls and multiplying the result by 100.

5) **Net Promoter Score** - measures the loyalty that exists between a provider and a customer. Net Promoter Score is based on a single question: "How likely is it that you would recommend our service to a friend or colleague?" The score for this question is then calculated based on a 0 to 10 scale.

6) **Customer Satisfaction** - a measure of how satisfied and confident a customer is with a company's product or service. Customer Satisfaction is typically measured using a survey or questionnaire. The score for this question is then calculated based on a 0 to 10 scale.

7) **Active & Inactive Calls** - measures the volume of active calls compared to the number of calls waiting to be picked up by an agent. This is a real-time metric that indicates the current state of a call center. Active calls are those that are currently being handled by an agent, while inactive calls are those that are waiting to be picked up.

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Call center industry in the Philippines

Call center industry in the Philippines is growing rapidly. It is one of the fastest growing sectors in the country. The industry is expected to continue to grow in the coming years.

Call Center Terminologies

1) **Quality Assurance (QA)** - a process that ensures that call center agents are providing high-quality service to customers. QA is typically performed by a separate team of agents who listen to calls and provide feedback to the original agents.

2) **Language Handling Time (LHT)** - the amount of time it takes for a call center agent to handle a call. LHT is typically measured in minutes and seconds.

3) **First Call Resolution (FCR)** - the percentage of calls that are resolved on the first call. FCR is a key metric for call center success.

What is a shared call center?

A shared call center is a call center where agents are shared between multiple departments or businesses. This allows for more efficient use of resources and can help to reduce costs.

What is an outbound call agent?

An outbound call agent is a call center agent who makes calls to customers. Outbound call agents typically work for telemarketing or sales departments. They are responsible for contacting customers to promote products or services.

Call center versus Contact center

A call center is a center where agents handle incoming calls from customers. A contact center is a center where agents handle both incoming and outgoing calls. Contact centers typically offer a wider range of services than call centers.

What is a call center?

A call center is a center where agents handle incoming and outgoing calls from customers. Call centers typically offer a wide range of services, including customer support, sales, and telemarketing.

Advantages in working for call centers

- 1) Higher salary
- 2) Full benefits
- 3) Enhanced communication and typing skills
- 4) The opportunity to work for large multinational companies
- 5) Better way to get promoted
- 6) Dress Code
- 7) Open for students
- 8) No discrimination

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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

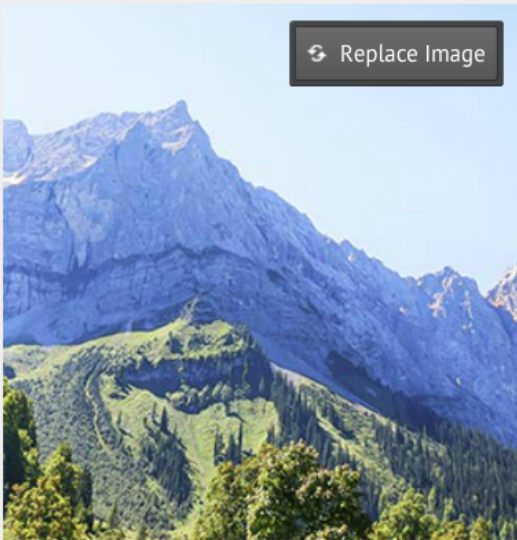


A call center uses primarily the **telephone** to communicate with the customer.

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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How can we help you? :)

- 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.