

# WORKING IN A CUSTOMER CONTACT CENTER

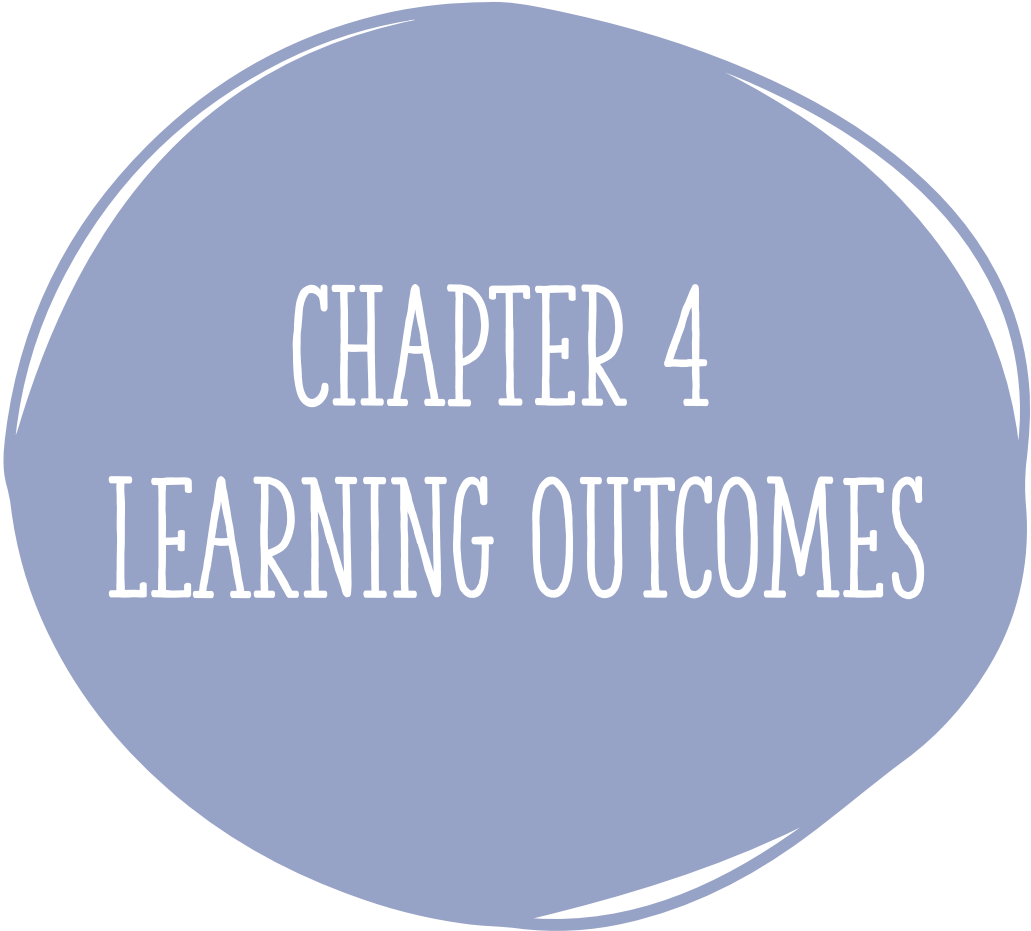
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Chapter 4

Customer Centric Strategy

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## CHAPTER 4

# LEARNING OUTCOMES

1. Describe the difference between the traditional call center and the modern contact center.
2. List five duties a contact center representative performs.
3. List five issues a contact center representative may deal with.
4. List three things a contact center representative may do to provide quality customer service.



# CALL CENTER VERSUS CONTACT CENTER

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A traditional call center is focused on voice calls. Even if a call center provides some multi-channel customer service, the interactions are siloed in the individual channels. This does not provide a clear view of the full customer journey.

A modern contact center allows customers to contact a company not just via calls, but across whatever channel they choose.



# CONTACT CENTER AGENT

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A contact center representative (CSR), also called an agent, is a person who works in a call or contact center and helps customers with their issues.

A CSR must have many skills including good communication skills, excellent problem-solving skills, and strong interpersonal skills.





# AGENT DUTIES

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Some duties might include:

- Answering inbound phone calls
- Answering emails
- Engaging in live chats
- Making outbound phone calls
- Identify and escalating issues to supervisors

Can you think of a few other duties?



# CUSTOMER ISSUES

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Some customer issues that agents resolve may include:

- Bill payments
- Complaints
- Technical support
- Warranty claims
- Product returns

Can you think of a few others?



# TRAINING, WORKLOAD, WAGES

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- After a few weeks of training, the manager will often coach and monitor new representatives on the job, correcting any service issues they observe.
- Contact center agents may be working in very busy environments and be expected to answer 50 or more calls per day.
- Some issues take time and must be researched, reviewed with a manager, or collaborated on with other departments.
- An agent not only takes phone calls but also works with various channels responding to customer inquiries and solving customer issues.
- Many contact center agents earn minimum wage, but agents with multiple skills or who speak multiple languages often earn higher pay rates than those who handle only one type of customer call.

# QUALITY SERVICE

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- Communicate thoughtful, personalized solutions
- Do more than expected by providing positive, memorable experiences
- Stay calm under pressure especially when dealing with angry customers





# CHAPTER 4: THE END

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