

Contact Centre Action Newsletter – August 2005

Welcome to another Contact Centre Action Newsletter!

Yes, I know - it has been a long time since the last newsletter, please accept my apologies.

The industry has been extremely busy, particularly towards the end of last year and early this year, with many vendors reporting high sales. It seems to be a little quieter in some areas now, but other areas are still flat out.

We have been working on a number of projects, including reviewing call centre operations, developing call centre strategies, presenting training, developing business cases and assisting clients through tender processes.

Interestingly, there seems to be quite a bit of interest in call recording at the moment. Having worked with a number of clients developing business cases and tender documents for call recording recently, it is amazing to see the cost and customer service benefit that can be achieved by replacing paper-based processes with phone-based processes and using call recording to provide an audit trail and verification of the content of the conversation. This significantly reduces cost and improves customer service by allowing transactions to take place over the phone rather than posting forms out & requiring customers to complete, sign and return forms, and increases the likelihood of closing a sale on the spot.

There are new call recording vendors coming in to Australia, and companies now have some really interesting functionality available. We all take for granted things like 100% recording, sample recording based on a number of criteria, quality assessment functionality, on-line training, call flagging for review, remote playback and so on. There are now products that support the detection of a change in a customer's tone of voice, and are able to detect where a customer uses a particular word or phrase. These calls can be escalated to a supervisor for follow-up or special treatment.

Also, call recording for small call centres, or centres using remote or home agents is no longer cost-prohibitive, with very low-cost alternatives available for this market segment.

If you would like any more information, please give me a call.

I have also come across a role for someone with Genesys technical experience. It is Melbourne CBD based, and is with a well-known prestigious Australian company. If you know of someone suitable who would be interested, please let me know.

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....

Steve Pels

Director

Contact Centre Action

P.O. Box 479

Seaford Vic 3198

Australia

Phone: +61 (0)414 593 819

Fax: +61 (0)3 9766 6484

Email: spels@ccaction.com.au

Internet: www.ccaction.com.au

Call Action - Now!