AG Technologies

Call Center Application

The Summary

The Client wanted to develop few additional utilities/tools to its existing call centre application.   AG Technologies simplified its existing tools and new tools were added like Ready Text application, messaging tools and online USSC forms tools. The new tools enabled client to reducing the data redundancy, faster and easy data retrieval and improve business performance.

The Client

Our client is a leading remote e-services company and provides high quality, value added contact center services and business process outsourcing (BPO) services to fortune 500 companies. The parent company designs and builds information technology architecture and applications for fortune 500 companies in the financial services, logistics and technology industries.

The Business Requirement

The Client wanted to develop few additional utilities/tools to its existing application in call center by reducing the redundant data and faster and easy data retrieval so as to improve the performance of its business.
Given below is the normal hierarchy of the users and user-roles for most of the call centers.

There are three modules in this process, which are as follows

- **Customer Complaint Entry Module**: The users have to enter the complaints of the customer in this module. The current process is:

    o When a customer gives a call to the call center the agent notes down the problem and forwards the same to the concerned person.
    o The agent has to manually type the phrases each time he enters the problem of the customer.

Project Summary

Industry: Consultancy and Services

Client Profile Client is a remote e-services company and provides contact center services and BPO services

Business Requirements:

The Client wanted to develop few additional utilities/tools to its existing call center application

Solution:

The clients existing tools were simplified and new tools were added like Ready text application, Messaging tools and Online USSC forms tools.

Solution Benefits

■ Reduced Data redundancies

■ Effective communication

■ Reduction in work time.

■ Faster and easy data retrieval

- **Messaging:** This is basically a tool that helps agents, team leads, command-centre and STS personnel communicate between themselves. The current process is:

    o The company uses the messaging tool to communicate with each other.

    o The main disadvantage of this tool is that, it is based on 'net send' concept. So whenever anyone sends messages the message is displayed on the users screen suddenly. If the user is on the call then they are disturbed by the pop-up sound of the messages.

    o Another disadvantage is, when the user is on the call and they are typing some information of the customer and if suddenly the message is displayed on the screen then the control is passed from the current application to the message box. So the agents can miss some information of the customer complaints.

- **Manual forms for USCC**: Agents would fill-out the relevant form, which would be QCed by the unit manager. These forms would then be e-mailed/e-faxed to the customer. The current process is:

    o The USCC fills in the form for maintaining the records of the complaints of the customer.

    o The agents notes information on the paper and send faxes to the customer one by one.

    o They maintain data on a excel sheet of the fax information.

The Solution

All the above mentioned processes were enhanced for simplifying the process for the users and to better organize and handle the customer's complaints.

- **Ready Text Application**

    o To simplify this process AG Technologies prepared one central document which contains a number of phrases.

    o Agent selects the phrase and copies it to the clipboard and then pastes it at the appropriate location. So they save their time and effort of typing.

    o Ready text application is now installed on each machine. This application will take reference of the central located text file. This text file contains the phrases.

    o Moreover the new phrases entered for the first time are automatically added to the central file.

- **Messaging Tool Application**

  - o The problem of the user being disturbed by the noise of the instant messages is solved by a message box appearing on the screen in the right side corner without any noise. It gives MSN messenger like look and feel.
  - o Another disadvantage was when the user is on the call and suddenly the message is displayed on the screen. So they used to miss some information. This disadvantage is also removed in the enhancement of this tool. Control now never passes from any application to the message box which is appeared on the screen. So that user can finish his work in another application and then go to the message box.
  - o User can send messages to another user as per his/her designation.

- **Online USCC Forms Application:**

  - o With the new tool Agent can fill data in the forms online.
  - o Unit manager can Check/Edit/Delete the information which is filled up by the agents and he/she will approve the information.
  - o Unit manager can send faxes to the customer by one click. There is no any need to send faxes one by one. All faxes goes in one click.

The Solution Benefit

- **Ready Text Application**: There is no need to type same sentences every time. User can pick phrases and paste wherever (in any application) he/she wants. No need to keep same data on each machine. There is a text database with common phrases which will be at central location.

- **Messaging Tool Application:** User can communicate with each other like MSN style messenger. We can set the display of users as per the roles. So that user can communicate with only selected users. The message box will appear without any noise and without any disturbance. User can create multiple groups as per the requirement and can send message to the multiple users and multiple groups.

- **USCC forms application:** Company can maintain information of customer's data into the database which can be used for report generation and analysis. User can send fax of multiple pages on single click.