



# Don't put your call center on hold.

## HOW MUCH DOES IT COST YOU not to talk to your customer?

**NO MATTER WHAT SIZE YOUR CALL CENTER IS YOU CAN MAKE IT MORE EFFICIENT, MORE EFFECTIVE, IMPROVE YOUR CUSTOMERS' EXPERIENCE AND INCREASE SALES.**

Have you ever called your call center to experience what your customers do? How does it reflect the image of your company? How does it facilitate new and repeat sales?

Whether you take orders, offer tech support, manage complaints, or facilitate transactions, your call center is on the front line with your customers. Every time that you can provide a positive experience for your customer is an opportunity to increase your business.

The experts at TMC can help you sort out and integrate technology tools which will optimize the productivity and reduce wasted costs inherent in your call center. We'll take the time to evaluate your current procedures, equipment and statistical data in order to make recommendations for improvement. We'll explore how IVR (Interactive Voice Response) can reduce labor costs by automating routine requests reserving operators for more appropriate customer contact.

Find out how to better utilize the skills of staff by having customer information on screen with CTI (Computer Telephony Integration) when a call comes in.



Put your best people on the prime accounts with skill based routing and special toll free numbers. Improve and manage your call team with professional training. Even your local and long distance network can be enhanced to dynamically allocate calls to a given group or call center.

These are just a sampling of the considerations we review in determining how to maximize your call center.

- Internet integration
- How much long distance time is eaten up on hold
- Layers of recordings that lead nowhere
- Tapping of home agent resources
- Valuable time wasted on simple routine questions
- Prime customers routed to the most qualified agents
- Frequency of disconnects - abandoned calls
- Efficiency of on screen/on phone procedures
- If your clients hold - make it count - sell or inform
- Expected wait time
- Opportunity for caller to leave a message or escape
- Incorporate fax back inquiries
- Maximize supervisor productivity
- Multi-site call center environment

Contact us at Technology Management if you want to better manage your call center costs and increase customer satisfaction.