

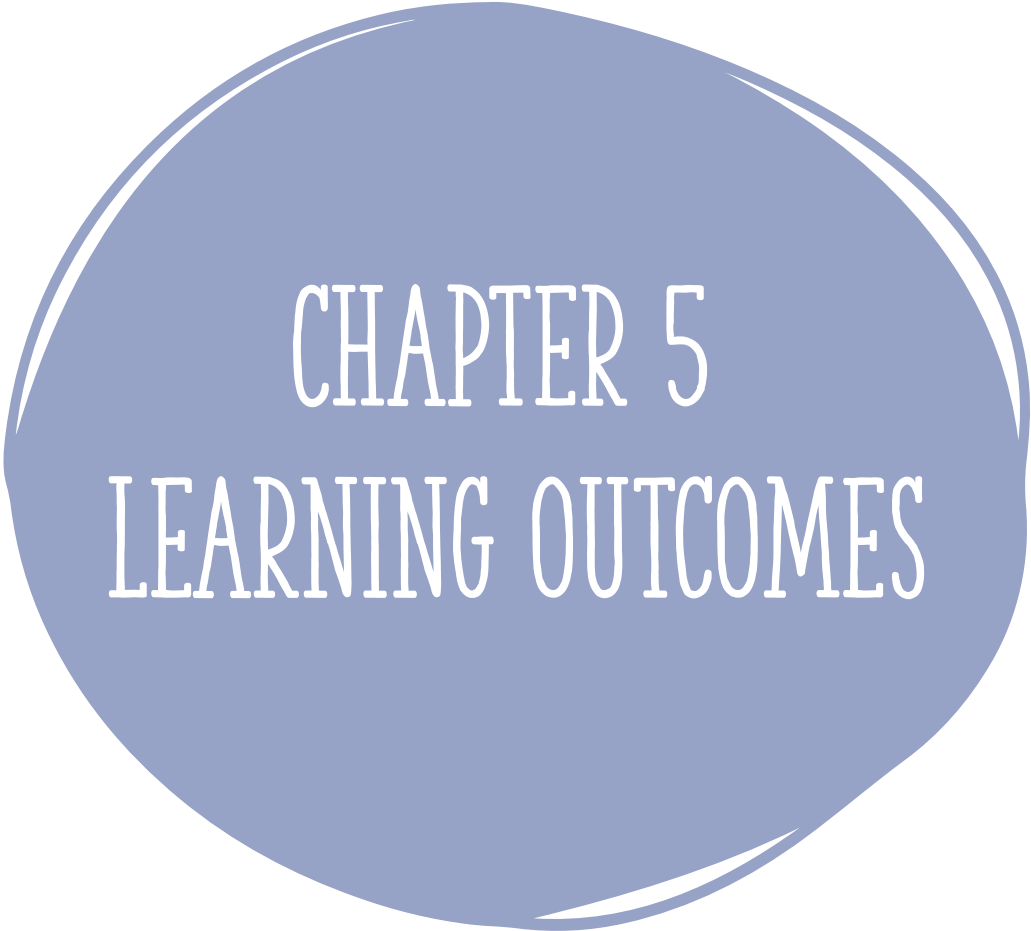
WORKING IN A CUSTOMER CONTACT CENTER

Chapter 5

Customer Centric Strategy

Kerri Shields | Pressbooks





CHAPTER 5

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.

CONTACT CENTER

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.



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CONTACT CENTER REPRESENTATIVE

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.





CONTACT CENTER AGENT DUTIES

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

Some customer issues that agents resolve may include:

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

Can you think of a few others?



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PROVIDE QUALITY SERVICE

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



CHAPTER 5: THE END
