

# THE FIVE IMPORTANT ACTIVITIES PERFORMED BY CONTACT CENTRE TEAM

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## 1 Intake

There are several communication channels used by the contact centre in the communication process with customers, as follows:

a. Telephone

Similar to the Call Centre, the Contact Centre also uses the telephone as a means of communication. The advantage of this media is that it can carry out direct conversations between agents and customers.

b. Email

Email is also one of the communication tools at the contact centre, the advantage of this media is that you can provide information in a more structured manner and can attach files such as images or pdfs.

c. Live Chat

Live Chat is one of the most popular communication features used by contact centres today, because with live chat you can communicate directly and there are many live chats that can attach files such as images or pdfs.

d. Form (Contact)

An ordinary form is available on a website or application and usually this form is specific because each regular form is already limited by the topics that will be asked on the form. The advantage of the form is that the data that enters the company is more categorized and easy to process.

e. Social Media

The Contact Centre has also relied on social media as one of its communication media, using social media the company can reach more consumers because many people use social media instead of seeking access to call or contact the company.

f. Chat Bot

By using the bot feature, it can help answer questions that are often asked (common), in order to ease the work of agents and as a first wall and then direct customers to the agent in question.

## 2 Triage

a. Categorize incoming contacts

Every contact that has been made by people needs to be categorized first every incoming contact to determine whether this contact is a suggestion or a problem and so on, so that the contact can be channelled to the right agent. How the Contact Centre Works?

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## b. Prioritizing

After categorizing existing contacts, priorities need to be determined based on the level of the problem, namely:

- Urgent
- High
- Minor
- Low

By setting priorities, agents will find it easier to determine what problems need to be prioritized and what problems can be done next time

## 3 Troubleshoot

### a. Understand the Problem

A "Contact Centre" also needs to ask for details or information about the problem and what part is the problem to get a good source for the problem

### b. Looking for Relevant context

Looking for information about problems that have been faced by customers with questions (Q&A) on a forum that customers can answer. After getting an answer that resembles the problem at hand, try asking the agent who solves the problem of the customer who answered on the forum.

### c. Studying the Problem

Based on the information that has been obtained, study the problem in order to get a solution that can be offered to the customer

## 4 Solve

When providing or offering a solution that will be given, make sure that the solution that will be given has answered the questions below:

- Will this solution solve the problem?
- Will the customer be happy with the solution provided?
- Are they able to continue working on their own and support your product once this solution is implemented?

## 5 Improve

Based on customer reports and complaints and what steps need to be taken, it needs to be documented so that in the future it can improve service to customers, here are some things that need to be considered in order to determine strategies to improve services:

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- The number of inquiries obtained per day, week and month to determine the required staff
- Number of closed inquiries per agent to see productivity per agent
- Inquiry categories to help define strategies about self-service and team needs
- The average value of satisfaction from customers to assess the feelings of customers who have received the service, to find out whether the service is good
- Average reaction time to find out the time it takes to handle customer problems