

WHAT IF YOUR MOTHER CALLED?

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MANAGING THE CUSTOMER EXPERIENCE IN YOUR CALL CENTRE

Congratulations! You've made the commitment to Customer Service and are investing in a call centre with state-of-the-art equipment, staffed by trained CSRs.

You're ahead of the game so far. But you still need to manage the customer experience, to deliver a consistently high standard of service. Clearly, it's better to have the call handled right the first time than to deal with a problem after the customer has been lost.

It isn't enough to rely solely on logging tapes and call analysis to maintain quality. Quality assurance must be proactive.

In this brochure, *Namahn* presents a solution to one of your call centre headaches: A Call Guide to give your CSRs the power to deliver consistent quality.

Information is power - Knowledge is power
at work.

WHAT? WHY? WHERE?

What is a Call Guide? – A Call Guide is your "Best-practice" procedures in immediately usable form.

You define the right way to handle a call. The Call Guide delivers that knowledge to your CSR.

And it's on-line – right in there with your call report software, just where your CSR needs it.

Why do you need a Call Guide?

Bad things happen without a Call Guide:

- There's inconsistent call handling, leaving the customer dissatisfied. Even if everybody does their best, it might not be good enough.
- Individual operators have no guidance. The good ones flounder. The others just sink.
- Lengthy initial training is needed, which must be supplemented each time you change or add a procedure.

Good things happen with a Call Guide:

- A Call Guide gives you a standard way of handling calls, which is based on your customer-oriented "best practices". Your call centre and your back office are in step, too.
- By simplifying the CSR's mental load and so their stress levels, you reduce employee burnout and so reduce staff turnover.
- A well-designed Call Guide reduces training overhead by walking the CSRs through each call.

Where does Namahn come in? – We create a media- and platform-independent solution using XML source files. The Call Guide is dynamically generated from these source files. Using the right style applied to the right information, the Call Guide delivers up-to-date knowledge to your CSRs.

The Call Guide can link to your Customer Interaction Software, your database, your intranet ... You decide.

You can change front-end tools without editing content. And the web-enabled content is as versatile as you need it to be.

Rely on a Call Guide, not on luck.

TRANSFORMING YOUR PROCEDURES

Using our extensive experience in creating knowledge management solutions, *Namahn* has developed a user-based approach which reflects the unique needs of your call centre. We use a seven-step methodology for transforming your procedures into an effective electronic Call Guide:

- 1** Perform Contextual Enquiry: *Namahn* analysts study your call centre to get a clear understanding of the CSRs and their tasks, their environment, and their workflow.
- 2** Write Scenarios of Use: Scenario-based requirements engineering is a practical and effective way of approaching design projects with the user clearly in mind. The results from the contextual enquiry will be used to write typical call centre scenarios.
- 3** Analyse Procedures: *Namahn* analysts review your procedures with the procedure owners to gain a thorough understanding of your procedures and how they fit in to the call centre environment.
- 4** Create Mock-Up: A paper mock-up is developed which shows what an electronic procedure might look like.
- 5** Perform Usability Test: Using a test protocol designed to check how use of the Call Guide affects call handling, call duration, and call resolution, *Namahn* destruct-tests the mock-up to make sure the finished Call Guide will work.
- 6** Write Design Specifications: The above activities all assist in the production of a draft version of the design specification which includes the style guide, technical specifications, and content mapping protocols for the Call Guide.
- 7** Produce the Call Guide: We use an iterative draft-review-revise approach, working with the procedure owners and the CSRs to make sure the finished Call Guide really meets your needs.

For your customers, your CSRs, and
your business.

THE WAY TO EXCELLENCE

Namahn's methodology puts your ideas to work in a Call Guide that will make your call centre truly outstanding. The Call Guide is easy to use and effective, designed with your CSRs and customers in mind. And the XML-based solution is future-proof and easy to maintain.

Your Call Guide will bring consistently high quality service to your customers, more productivity to your CSRs – and measurable benefits to your business. Can you afford to wait?