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Build Better Customer Service Through Better Voice Technology

What could better voice communications mean for your customer service? Let's look at a few examples:

Smart Design

Smart Design, a prestigious design firm credited with designing innovative products for such industry leaders as OXO, Estée Lauder, Johnson & Johnson and Hewlett Packard, deployed a communications platform that enabled their designers to manage important client contacts, even when the designers are away from their desks over 50% of the time. Clients now reach Smart Design's staff-directly-as though they were dialing a personal cell number. There is no need to be transferred or put on hold, and calling features such as conference calling and voicemail are accessed just like using a desk extension.

Atlantic Southeast Air


Delta subsidiary, Atlantic Southeast Air (ASA) has an Operations Control Center that is the core for coordinating and distributing flight information and activity for ASA crewmembers. Today, the Operations Control Center supports on-the-go crewmembers with an Automated Call Distribution (ACD) platform. A remote crewmember simply calls into an automated attendant and enters their flight number. Software then searches a flight information database and matches the entered flight number with the assigned group. The system then routes the call to a live dispatcher that provides the crewmember's flight plans. For the Operations Control Center and crewmembers, automated call routing makes coordinating and meeting strict flight schedules a much more seamless process.

Causeway Animal Hospital, New Orleans, Louisiana

Causeway is the premier animal hospital in New Orleans, but distractive pages and floating paper messages were having a negative effect on efficiency and productivity. Causeway deployed new wireless capabilities, and now their doctors remain fully accessible from any hospital location, as receptionists and clients can call them directly on their wireless extensions. Although Causeway doctors see hundreds of patients daily, they can now remain simultaneously available for client and emergency calls and can access their voice mail using a wireless handset. And with the hands-free communication, doctors can even communicate while performing exams or surgery.

Think you're too small for such technology...think again

Many companies tend to think of advance communications platforms as only benefiting



large organizations with warehouse-sized call centers, but the fact is that there are many affordable communication technologies that can deliver real value to any business, regardless of size.

Take this example: Many small to medium businesses cannot afford a dedicated technical or customer support resource whose sole job is to sit by a phone. This results in the sporadic taking of calls, with long hold times while a receptionist tries to connect a customer with the right resource to address their needs.

Now add Automated Call Distribution to the equation. This cost-effective technology can turn your existing knowledge workers into centers of opportunity. Now, callers can be directed straight to the knowledge resource that can help them as efficiently as possible. This gives workers the ability to assist customers, answer their needs and engage in selling new business just as effectively as if they were a full-time customer support representative.

Going mobile

ACD can turn your different departments into opportunity groups that address specific customer support requirements. But to realize the most benefit from this approach, your workforce needs to be mobile. When they are not chained to a desk, your employees are free to do their job, but they can still give your customers the support they deserve. And there are many levels of mobile solutions that can accomplish this goal.

The most basic is simply a wireless headset that keeps an employee connected to their desk extension. They will be able to answer inbound calls, but cannot make outbound calls. And they cannot access any of the calling features present on the phone system.

The next level is to install an in-building wireless network. Now, mobile workers can make and receive calls as though they were sitting at their desk, from anywhere in the building. And they can access calling features such as call transfer, on-hold and conference calling.

But the ultimate enhancement in customer service comes through unified messaging. Through this latest technology, an employee can be anywhere in the building, anywhere in the city, anywhere in the state-and practically anywhere in the world-and an inbound caller can reach them directly through one number. The call will ring directly through to the worker's cell phone, with no noticeable lag in getting the customer connected. development and should make its way into the marketplace within the next few years.

Customer Service²

You need to consult with your IT department and outline your needs, so that your organization can deploy the right solution to enhance how your employees answer the customer challenge. But if executed through a phone system designed to use these technologies to full-effect, it is fully possible to see an exponential increase in your own customer loyalty, retention and satisfaction.