BEST PRACTICES

A Collection of Best Practices for:
Call Center

Includes Detailed Best Practices for:

- Call Processing & Issue Resolution
- Workforce Management
- Call Center Technical Support
- Call Center Training & Coaching
- IVR/VRU Development & Maintenance

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The Call Processing (Inbound/Outbound) and Issue Resolution function handles calls received and calls made in the Call Center, routing them to the appropriate department or subject matter expert for resolution. For inbound calls, basic information about the customer is collected and the call reason is identified so that the issue can be resolved. For outbound calls, Call Centers can act as a gateway for contacting customers to collect information about their level of satisfaction, provide transaction details, connect with prospective customers (sales), or aid in fundraising. This function's main purpose is to resolve customer or client issues (technical problems, account errors or questions, complaints, disputes, etc.) efficiently while also providing top notch customer service.

Call Processing & Issue Resolution

Call Center Best Practices

Best Practice 1-A

Develop an Online Knowledge Base that Answers Common Questions and Issues to Improve Customer Experience

Develop an easily searchable online knowledge base (FAQs, Intranet based resources, etc.) for the organization that allows customers (both internal and external) to find answers to common questions and issues. Ensure that the online knowledge base is clear and easily understandable (i.e., use clear, concise and easily understandable language as well as easy to understand navigational features such as drop-down menus, etc.). Furthermore, ensure that the knowledge base is periodically updated based on newly added plans, feedback from customers (internal or external) and common inquiries.

Typical Practice (the Status Quo): Answer all questions or inquiries from customers (both internal and external). Use a standardized script that details concise and easily understandable answers to the questions that are asked most often to streamline the process and ensure that communications are consistent.

Benefits of this Best Practice: Creating an easily searchable and understandable online knowledge base (FAQs, Intranet based resources, etc.) allows customers (both internal and external) to quickly find answers to common issues and simple inquiries. This not only reduces the amount of time customers spend searching for answers, but it also frees up call center representatives to field more customer calls.

Related KPIs: Average Handle Time (AHT), First Contact Resolution Rate, Abandonment Rate, Average Hold Time, Calls Handled per Representative, Average Customer Call Frequency

Best Practice 1-B

⚙ Educate Customers on Alternate Contact Channels to Improve Service, Reduce Work Volumes

Ensure that call center representatives inform customers about all available alternate contact channels (such as email or online portals) to reduce potential follow-up calls. This not only frees up call center representatives to field more calls, but also ensures customers are provided with the ability to descriptively write out any questions they may have which may not always be provided while over the phone. Informing customers of other alternate contact channels, furthermore, provides customers with the opportunity to visit the organization's online knowledge base (typically provided in the form of FAQs) which may answer any further questions they may have.

Typical Practice (the Status Quo): Ensure that call center representatives answer and handle all incoming calls, whether they're new or repeat callers (includes calls made to answer an inquiry, to purchase a product, to resolve an issue, etc.). While representatives should focus on increasing their first contact resolution rates, some follow-up calls concerning inquiry or issue

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