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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### Call Center Best Practices

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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.
Best Practice 1-A

有利开发一个在线知识库，它能回答常见的问题和问题，以改善客户体验

开发一个易于搜索的在线知识库（FAQs、Intranet 基于资源等）供组织使用，让客户（无论是内部还是外部）都能找到常见问题和问题的答案。确保在线知识库是清晰易懂的（即使用清晰、简洁且易于理解的语言，以及易于理解的导航功能，如下拉菜单等）。此外，确保知识库定期更新，基于新添加的计划、客户（内部或外部）的反馈和常见问题。

典型实践（现状）：回答所有客户（无论是内部还是外部）的问题或查询。使用标准化的脚本来详细说明最常见的问题的答案，以简化流程并确保沟通保持一致。

这种最佳实践的好处：创建一个易于搜索和理解的在线知识库（FAQs、Intranet 基于资源等）允许客户（无论是内部还是外部）迅速找到常见问题和简单查询的答案。这不仅能减少客户寻找答案的时间，而且还能释放呼叫中心代表来处理更多客户电话。

相关 KPIs：平均处理时间（AHT）、首次接触解决率、弃接率、平均等待时间、每代表处理的电话量、平均客户呼叫频率
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 resolutions are seen to be inevitable.

Benefits of this Best Practice:

Many customers believe that the best way to contact organizations is by contacting their Call Center. Unfortunately, this can bog down Call Centers with repeated calls (this can be due to unsatisfactory first contact resolutions, customer inquiries, complaints, etc.), which increases hold times and customer dissatisfaction. To move away from this, call center representatives should inform customers of all available alternate contact channels (such as email or online portals). This not only reduces the potential for follow-up calls (thus freeing up call center representatives to field more calls), but it also ensures customers are provided with the ability to fully describe the issue they’re facing or question they’re having, which may be misinterpreted or misunderstood over the phone. Informing customers of alternate contact channels, furthermore, allows customers to view the organization’s online knowledge base (typically provided in the form of FAQs) which can answer many commonly asked questions, thus reducing the necessity of contacting the organization at all.

Related KPIs:

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

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