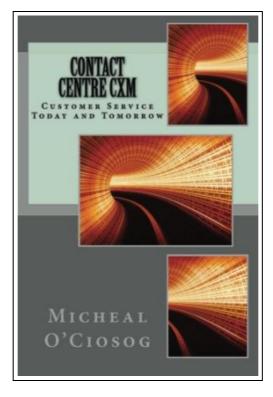
# Contact Centre CXM: Customer Service Today and Tomorrow (Paperback)



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# Reviews

An extremely awesome pdf with perfect and lucid reasons. I have got go through and so i am certain that i will going to read again once again in the foreseeable future. I found out this ebook from my dad and i recommended this publication to understand. (Angela Kassulke)

## CONTACT CENTRE CXM: CUSTOMER SERVICE TODAY AND TOMORROW (PAPERBACK)



Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is written in three parts. The first explains the use of technology to facilitate customer service today. The second explains how to conduct and evaluate a contact centre assessment, and the third discusses the future of customer service. Part I - Technoservice Fundamentals discusses the evolution of the modern customer service environment and the business drivers behind every successful customer service operation - customer satisfaction, cost reduction and business intelligence. Process considers those processes which are most relevant to the customer service environment, including a detailed overview of the quality improvement, data gathering, escalations, and follow-up work processes. Channels describes the various manifestations of Technoservice, including voice, self-service, email, chat and other media. Integration focuses on the technologies that are transforming customer service and how these are being integrated. This chapter also takes a critical look at the traditional role of systems development in contact centres. Content examines the differences between knowledge bases and intelligent troubleshooting systems, and how these systems can be used in a customer service environment. Intelligence focuses on Technoservice as an integral contributor to business planning by describing data gathering, analysis and information sharing functions and processes. Part II - Assessing a Contact Centre Discovery explains the Areas of Focus (Efficiency, Effectiveness, Capability and Differentiation), Functions (Customer-facing, Support, and Analytics), and Classifications that constitute the basis of a contact centre assessment. Efficiency considers aspects of Operations, Workforce Management and Process Management. Effectiveness deals with Customer Relationship Management, Knowledge Management, and Quality Assurance. Capability delves into Human Resources and Information Technology. Differentiation looks at the elements that separate the contact centre from competitors. Assessment Outputs explains how to analyse and present the data gathered during the assessment. Part...



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