

Organizational Structure of Cloud Based Customer Contact Service Center

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Abstract- *Cloud based call centres are network based service in which a provider owns and operates call centre technology. Thereby providing its services remotely to businesses in a subscription model. Cloud based call centres are offering an innovative way to approach the pitfalls of yours business. They are increasingly becoming common because of the benefits of the solution made readily available as a service. In cloud based centres, there is no requirement of hardware which ultimately eliminates the problem of maintaining the equipment and its upgrades.*

For instance, if customer contacts you via email and later switches to phone, you agent will have all the information from the email session so they can utilize it during the phone call. Customers don't need to repeat themselves and agent can easily pick up where the last agent left off.

Keywords- Call centers, Quality management and customer quality measure, Performance measure

I. CALL CENTER

A Call center is a central location for communication with customer through multiple channels. Call centers rely heavily on technology and automation to run efficiently and to provide the highest levels of customer services.

II. QUALITY MANAGEMENT AND CUSTOMER QUALITY MEASURE

Moreover, agent are not identical and even the same agent can perform at different levels from hour to hour, day to day or week to week. That's where call center quality management (QM) comes in: A QM solution gives you the tool to continuously measure and monitor agent performance, assess the quality and the depth of your customer interactions, and drive constant improvement.

III. PERFORMANCE MEASURE

As organizations increasing compete on the basis of customer experience, call center performance has become a

critical business focus. But agent scheduling and other WFM functionality only covers a portion of the contact center performance equation.

IV. WHAT THIS MEANS FOR THE CONTACT CENTER

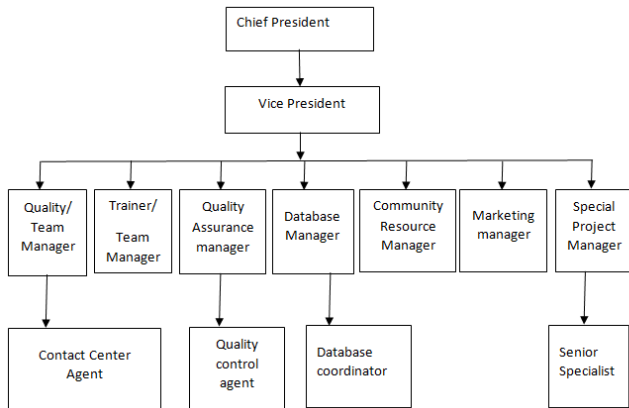
- As contact centers evolve into experience hubs they will be more completely integrated into the overall business process rather than being perceived as a necessary evil or afterthought.
- The experience and interactions hub must also evolve the way it perceives customers and measures the success. Customer loyalty and loyalty-based metrics will increasingly be obsoleted. The evolved contact center will therefore be a critical weapon in providing differentiated experiences
- Evolved contact centers will need to offer proactive as well as reactive support, requiring investment in analytics, workflow and remote diagnostics and fixing, amongst other technologies.
- The contact center will need to be staffed differently to cater for 24x7, always on service. Customers will become increasingly intolerant of business that do not provide responses to their enquires and problems in a timely fashion, even if this is the middle of the night.

V. ORGANISATIONAL STRUCTURE

Cloud-based call centers are a part of the organisational plan of those who believe in high in high profitability by improving operational costs and quality of the customer service. Organisations are taking the step to focus on streamlining technology to benefit customers by creating a profitable customer engagement hub under low infrastructure costs. The key benefits of a cloud based call center are as follows:

- **Speed of Deployment**
- **Seamless Business Model**
- **Supple and Scalable**

- **360 Degree Customer Support**
- **Monitoring Performance**
- **User friendly systems**
- **Holistic integrations**
- **Increased productivity**



VI. WORKFORCE MANAGEMENT

The work force management function is responsible for forecasting incoming call volumes and related workload and then staffing the group accordingly, as well as monitoring call center agents to ensure they are performing up to company standards. They use call volumes and related data to determine roughly how many employees might be needed for certain item of the year, days of the week and hours of the day. They are tasked with using this information to keep labour costs and overhead down, while maximizing call center employee utilization rate by implementing standardized metrics to judge overall performance.

VII. SMART REMOTE WORKING AND FUNCTIONALITES

- Remote working will deliver a better working lifestyle for employees and open up new pools of workers for example, working mothers with young children at school who only want to work a proportion of the day and from home.
- Agents will become brands this will enable a feeling of intimacy and emotional connection between customers and company, with the agent having certain characteristics, interests and skills. However the agent brand might be shared between several real works or even supplemented with an agent bot. this means that the value of the agent brand is delivered 24x7, 52 weeks a year.
- Response times for agent brands will be exposed so that the customer can decide whether to wait for their favourite agent or use a similar agent.

- Since future customers will desire more autonomy and will want to resolve their own problems, along with the advent of intelligent bots, the problems that the human agents will want to deal with are likely to become far more complex.
- There will be far more part time or casual employees supporting the service paradigm. Monitoring algorithms, as well as customer feedback, will be used to assess skill levels and performance

VIII. TECHNOLOGIES USED

- CTC – Computer Technology Integration
- Predictive Dialer
- Call recording System
- Universal Queuing
- ACD – Automatic Call Distributor

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