

## Nearly three-quarters prefer online

Bradley de Souza, CA's UK and Ireland Communications, Media and Entertainment Division development director said there are now. One reason for the large number of consumers using online as their sole means of interacting with an organisation is that an increasing number of organisations are setting up premium rate numbers and moving away from freephone '0800' services.



“As a result consumers are now viewing call centres as a premium service and have higher service expectations associated with them, and call centres are failing to raise the bar,” said de Souza. “When you’re paying for a service it’s simply not acceptable for it to fall down. If these providers are to reduce customer churn then they need to bridge this service quality gap. Customers don’t have infinite patience but most are patient enough to give us time to fix the issues,”

CA said they are immediate and positive steps organisations can take to improve the service of their call centre functions including the use of a single sign-on identification solution so that customer details need only be given once (just like the internet experience).

It also advocates the introduction of key call centre monitoring applications and hardware to ensure that slowdowns and failures are identified quickly and dealt with proactively. And it urges organisations to identify and remove obvious bottlenecks. When call centres become overwhelmed by customers, capacity problems are often compounded by congested large area networks (LANs), poorly managed telephone systems, and complex applications.

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