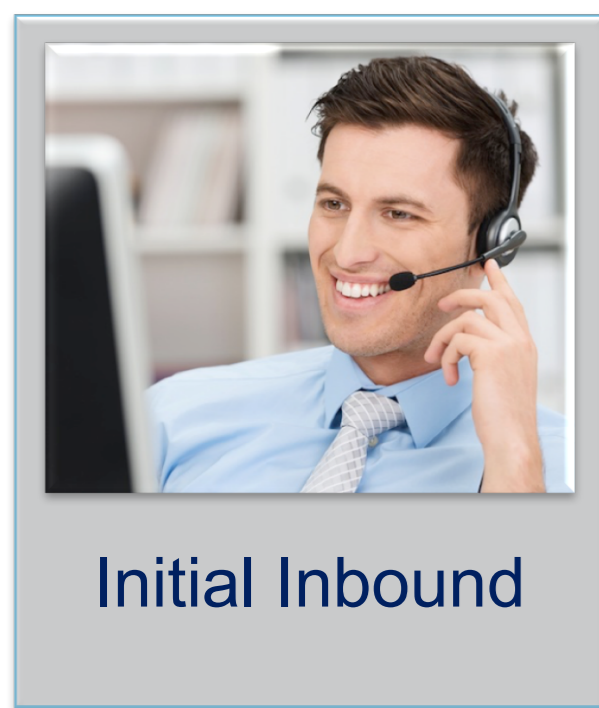# Advancing the Customer Service Experience in Call Centers

Motivation / Background

OnProcess Technology's security services client is looking for ways to improve the customer service experience for its customers.

Customers typically contact the client for 3 reasons:

Initial Inbound   Monitoring Outbound   Maintenance Inbound

Key Motivations for this project include:

1. Minimizing cost of customer service systems & support
2. Improving customer service by minimizing wait times
3. Segment customers and gain insight on key call issues

Key Question / Hypothesis

How to use preemptive approach to reduce call center inbound traffic and to improve customer service satisfaction?

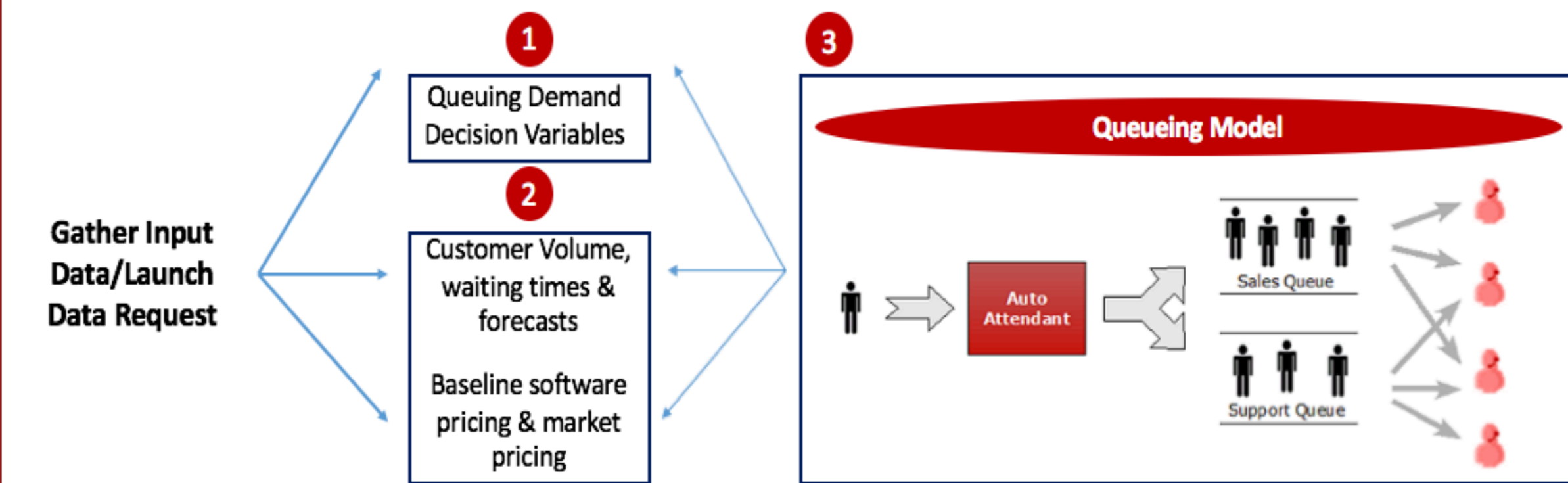---

How do companies respond to customer concerns?

email 65%
75% call center
website 85%
21%
mobile web 32%
live chat 58%
3%
9%

The Problem

Customer service improvement for a security company with potentially extraneous inbound calls

Preemptive Solutions → Customer Inbound Calls → Fewer inbound calls / Improved Customer Satisfaction
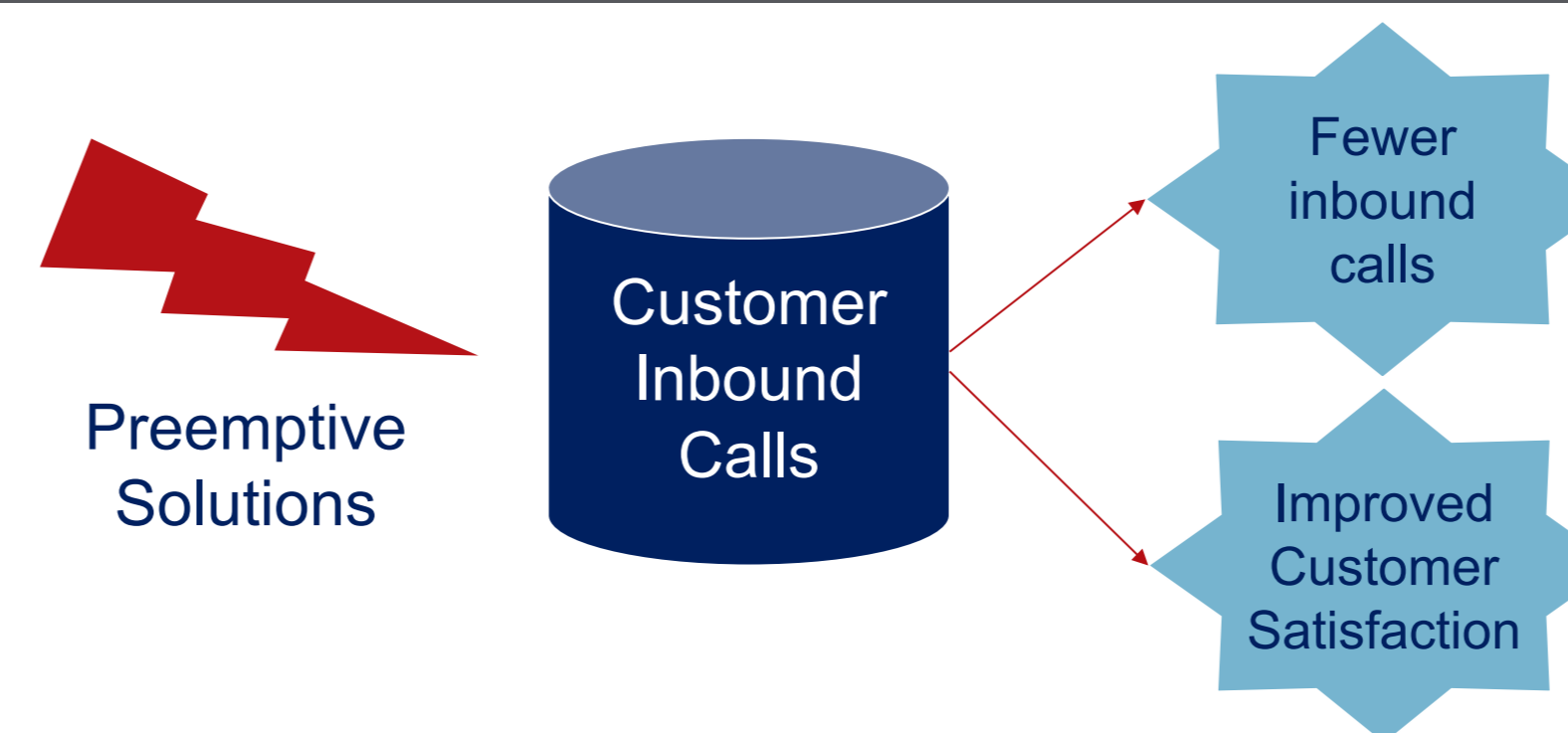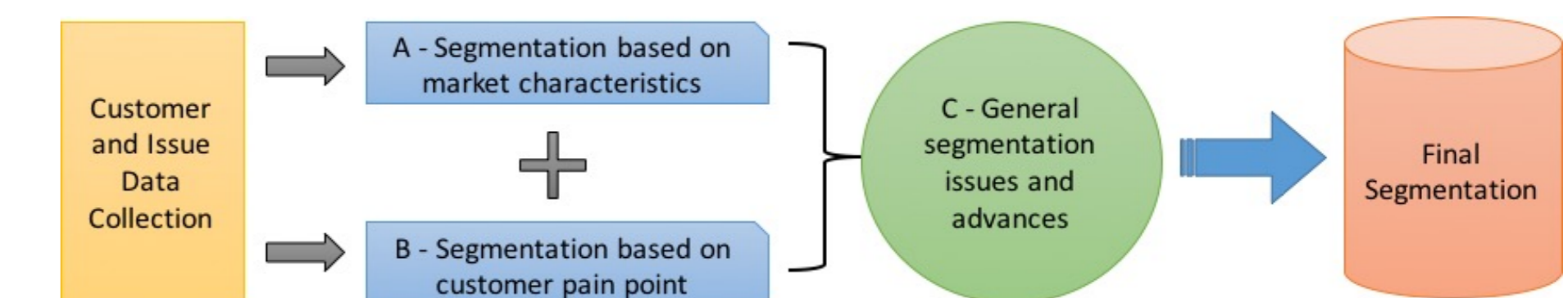
Methodology

- Data collection for customer and issues
- Data analysis and customer segmentation
- Solution:
  - Pre-emptive Framework to target critical customer groups
    - Qualitative
  - Post call resolution improvement
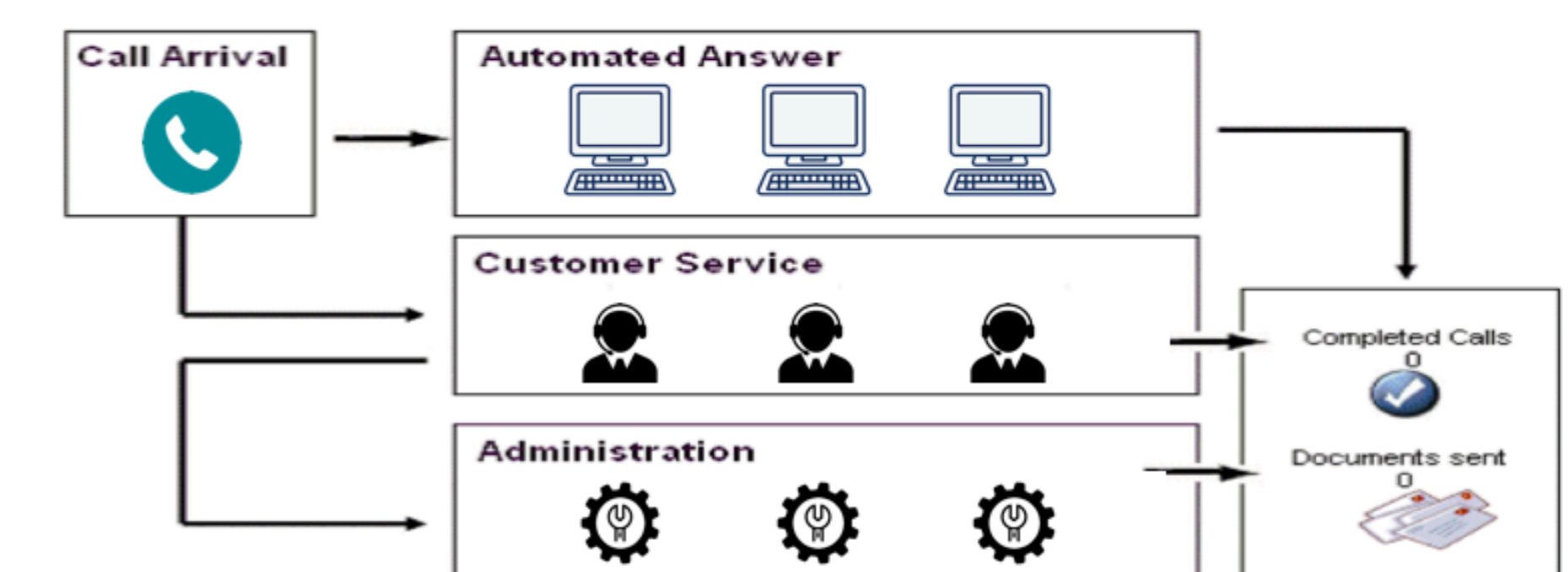   - Quantitative
    - Queueing simulation

Initial Results

1. Queuing Demand Decision Variables
2. Customer Volume, waiting times & forecasts / Baseline software pricing & market pricing

Gather Input Data/Launch Data Request

3. Queueing Model
Auto Attendant — Sales Queue / Support Queue

Expected Contribution

Part 1: General customer support data analysis - Qiao and Nisha
Part 2: Customer segmentation – Qiao

Customer and Issue Data Collection → A - Segmentation based on market characteristics + B - Segmentation based on customer pain point → C - General segmentation issues and advances → Final Segmentation

Part 3: Queueing simulation Model – Nisha

Call Arrival → Automated Answer → Customer Service → Administration → Completed Calls / Documents sent

Part 4: Solution and performance test- Qiao and Nisha

Nisha Palvia   Qiao Chu