

5 WAYS A TECHNICAL CALL CENTER CAN MAKE YOU MONEY

Call centers are a very important entity for your organization and your bottom line.

Customers are the life blood of your network. Without customers, your business would discontinue. In fact, a recent Maritz study found that 54 percent of cable customer attrition is due to negative customer experiences and two-thirds of telecommunications customers who leave for another provider point to employees as the primary culprits.

A call center serves as the face of your company. Making sure you provide the best at this point is crucial. The importance of your call center can no longer be ignored or put to the side because of operation costs.

This eBook provides the 5 ways a technical call center can increase your bottom line.

"Support is the one key issue that makes customers unhappy, sales messages are mostly about speed and price, but the offerings are all becoming much the same." -Point Topic Chief Executive Tim Johnson

Reduce churn rate

Churn rate is a measure of customer attrition. The churn rate is defined as the percentage of customers who stopped doing business with your company in a period of time divided by the average number of customers existing in that period.

To reduce churn, technical call centers can provide good, consistent support which can prevent the switch before it happens. As the face of your company and as the primary bridge between you and your customers, technical call centers will have the ability to satisfy these customers and make sure they don't drop you for your competition.

Automatic Plant Monitoring

A technical call center has the capability of monitoring the performance of your plant and automatically alert you when a threshold has been hit. These problems cause problems for your customers. The more quickly you are able to respond to issues in the plant, the more satisfaction the customer will have.

Learn customer behavior and learn how to better serve them

Call center agents respond to the technical problems customers are experiencing. They monitor the pulse of customers as they track the problems. Correlating problems among the callers leads to complete and accurate problem diagnosis resulting in fewer truck rolls, faster resolution and a happier customer base.

"Now we've got big new entrants trying to grab customers quickly, and finding it hard to keep up with delivery and support. So service is starting to move up the scale of customer concerns very quickly. It could soon be one of the biggest factors in choosing an ISP". -Point Topic Chief Executive Tim Johnson

Take a Heavy Load Off Your Plate

For small and mid-sized MSOs and telcos, providing the technical support customers require is resource intensive. An outsourced technical call center can help fill the void where you see needed.

Perhaps, you like the way your customer service representatives field customer issues such as billing, but are unsatisfied with their lack of technical expertise for troubleshooting problems. Or you are able to staff your call center during daytime hours, but want to provide 24-hour support.

A flexible outsourced technical call center will be able to fill the void at an affordable rate taking the load off your staff and your budget.

Create lifelong/faithful customers

When your call center consistently responds to customer problems, you use caller situations to make your services better and you continually build good will among existing customers, customers are more likely to stay with you.

A 2006 survey conducted by Point Topic showed that consumers are generally happy with the quality of home internet services, but also revealed a high level of dissatisfaction over customer service.

A quarter of the 2,122 people surveyed earlier this year were unhappy with the standard of customer service offered by their internet providers.

CCI SYSTEMS, INC.

Small- and medium-sized telecommunication providers often struggle with allocating resources to provide the customer care subscribers desire. Outsourcing call center operations is the solution.

CCI Systems, Inc. offers affordable and reliable outsourced call center options for you. Our live call center technicians answer calls 24/7/ 365.

The call center, based in the US, cost effectively addresses and resolves customer issues, reduce truck rolls, call handle time and mean-time-to-repair as well as drive higher levels of organizational performance.



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