



Customers Expect Top Service When They Reach Call Centers

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Customers expect top service when they reach call centers

Benchmarking project racks feedback at 100 Canadian call centers.

REDWOOD CITY, Alberta – Interactive Voice Response (IVR) technology can be used effectively. Customers are better satisfied when specialists handle their calls. There is a positive relationship between employee satisfaction and customer satisfaction.

These are some of the conclusion of benchmarking survey Service Quality Measurement Group Inc. (SQM) conducted of Canadian call centers.

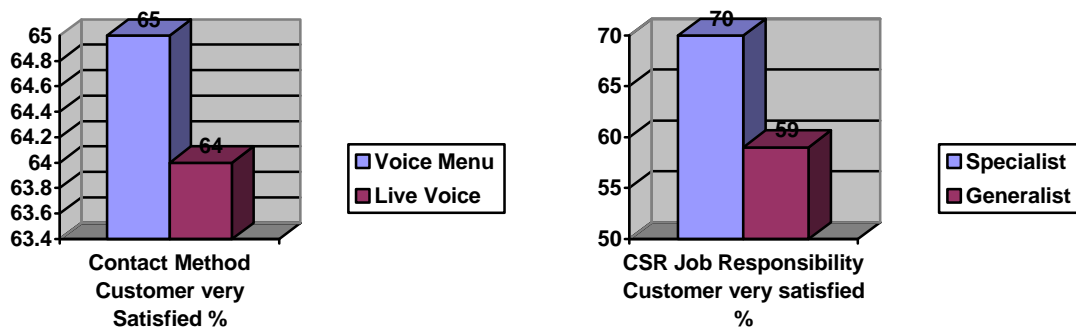
Lead by Alan Miciak, an associate professor at the University of Calgary and Mike Desmarais, a principal consultant at Service Quality Measurement Group, the project tracks nearly 100 call centers, involving nearly 50,000 customers and 4,000 employee interview.

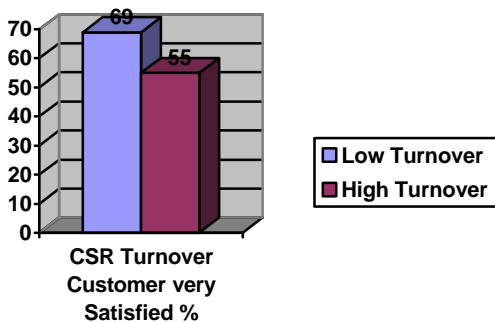
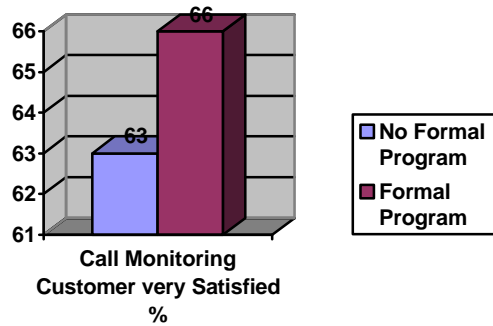
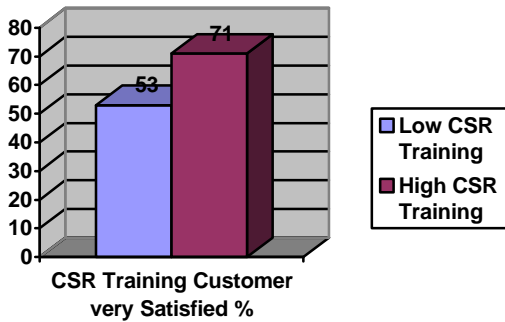
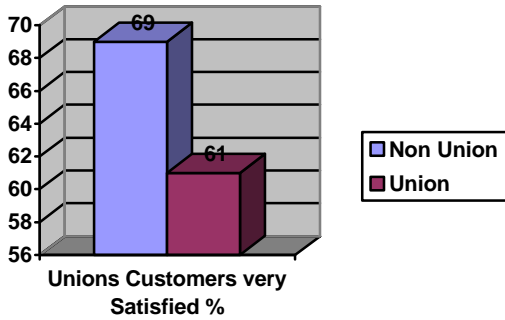
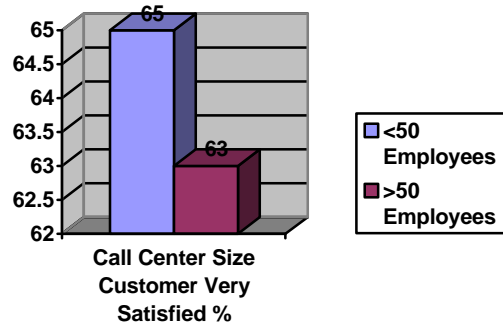
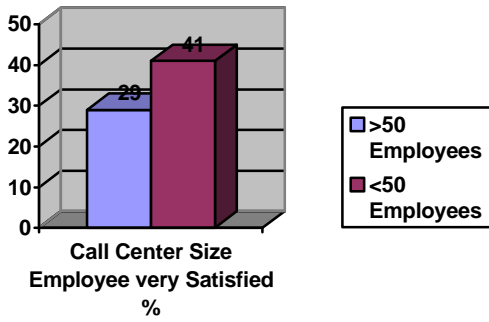
Participating companies include call centers from a range of industries, including financial services, airlines, telecommunications, energy, utilities and public service. Among SQM's benchmarking clients are The Bank of Nova Scotia, BC Hydro, Telus and MetroNet AT&T.

"Most call center benchmarking studies focus on internal measurements such as service levels, abandon rates and other operation metrics," says Desmarais.

The SQM project, a continuing one, with about 100 centers benchmarked annually, focuses on customer and employee satisfaction, he says.

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Source: Service Quality Measurement Group, Inc.



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