



CUSTOMER INTERACTION SERVICES

MULTIMEDIA SOLUTIONS TO HELP YOU INTERACT MORE SUCCESSFULLY WITH YOUR CUSTOMERS

CALL CENTER CONSULTING SERVICES

BellSouth's Customer Interaction Services (CIS) offers a unique organization to deliver what you need most — ideal solutions to help our customers interact more successfully with their customers.

After all, anyone can sell you new technology, but that's just part of the solution. Maximum return on investment requires a total approach that addresses corporate goals, service delivery models, human resource policies and other critical issues. That's why Customer Interaction Services provides a full range of business consulting services including:

- **CALL CENTER ANALYSIS.**

A thorough review that includes examination of your call center technologies, network services, call handling procedures, operational policies and deployment of personnel. We identify areas within your call center that perform well plus those that would benefit from improvement. We monitor calls, interview your agents and management team, examine performance reports and more. Altogether, an excellent first step in understanding how your call center functions.

- **CUSTOMER INTERACTION STRATEGY/PROCESS ANALYSIS AND DESIGN.**

Does your call center service delivery model reflect your business strategy? CIS specialists can recommend new or revise existing procedures and work flows to make sure that it does. We'll define the customer experience process as well as call flow and routing requirements; evaluate and design operational and executive management reports and design and implement intelligent routing.

AT A GLANCE

- **CALL CENTER ANALYSIS INDICATES HOW YOUR CALL CENTER PERFORMS VS. THE COMPETITION**
- **WE DETERMINE YOUR REAL BUSINESS NEEDS BEFORE IMPLEMENTING ANY TECHNOLOGY SOLUTIONS**
- **WE TRAIN YOUR EMPLOYEES HOW TO USE NEW TOOLS MOST EFFECTIVELY**

- **DETAILED DESIGN SERVICES.**

Some customers make the mistake of buying “product solutions” and then having to design their business processes around the product capabilities. BellSouth believes that the most effective method is to design the best customer interaction process and then select the solution architecture that best supports that process design. CIS consultants are experts at understanding and designing the right systems, applications and integrations for our customers.

- **CUSTOM REPORTS DESIGN.**

CIS consultants analyze and evaluate the data you collect from all systems and applications within the call center. We then determine how the information can be used throughout your organization. And we'll work with you to design operational and management reports that can help you run your call center more effectively.

- **CALL CENTER TRAINING SERVICES.**

Customers invest 60-70% of their budgets on the personnel (agents, supervisors and managers) who run their call centers. We understand the importance of training them on the effective use of any new tools. CIS training services include the interpretation and use of real-time statistics, customizing displays, threshold setting, development of historical reports and agent administration.

It's tempting to throw new technology at business problems without assessing the process. Customer Interaction Services recognizes that effective solutions complement and support your overall business strategy. Each solution delivers the strategic advantage you need to increase revenues and profits, decrease costs and improve the customer interaction process.

For more information, contact Customer Interaction Services:

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