*TECHNIQUES TO ENHANCE CUSTOMER EXPERIENCE VIA CALL CENTERS FUNCTIONALITY ENHANCEMENTS*

SHORT TERM IMPLEMNTABLE PLANS (1 – 3 weeks)

* Use of Scripts, Scripts help maintain consistency and reduce variability in call handling, potentially lowering average handling time (AHT)
* Regular review of recorded calls by QA teams.
* Empowering Agents: Giving agents authority to resolve issues quickly and creatively improves both speed and customer satisfaction
* Make a red alert system where user with problem entries like short circuit etc would be given priority

Smart Cheat Sheets (Dynamic Knowledge Assistant)

* Tool: Create a Google Sheets/Notion page with shortcuts to FAQs, policies, escalation paths.
* Enhancement: Add a chatbot on top (e.g., via Chatbase or Notion AI) that agents can ask live.

MID TERM IMPLEMENTABLE PLANS

1. Integrate Voicebots for First-Level Support

* Handle common queries like order tracking, product availability, or complaint status via voicebot.
* Reduces human handling time significantly.

1. Set Up Real-Time Agent Performance Dashboards

* Live dashboards showing KPIs like AHT, FCR, CSAT for individuals and teams.

1. Smart Wrap-Up Automation

* Use voice transcription + AI to auto-fill after-call work (ACW) summaries and case notes.

LONG TERM IMPLEMENTABLES PLAN

1. Develop a 24/7 command center to monitor:

* Real-time CX metrics (CSAT, call queues, sentiment)
* Escalations and issue clusters
* External trends (e.g. social complaints or delivery delays)

1. Multilingual, Multicultural Support Expansion

* Expand regional support with native language agents for rural/vernacular markets.
* Train for cultural empathy — e.g., tone adjustments, festivals, region-specific pain points.
* Impact: Closer consumer connection and stronger brand loyalty in Tier 2–3 markets

1. CX-Linked Incentive System

* Redesign agent KPIs so bonuses and growth are tied to:
  + CSAT
  + FCR (First Call Resolution)
  + Empathy/Listening Score
* Align incentives with behavior, not just volume or speed.