# Competitive Advantage

Competitive advantages are conditions or situations that provide a company the capacity to produce good or service of equal value at a lower cost or in a more desirable manner, putting the company in a more favourable business position. The development of the information system will improve the operation of the Major Travel Company's in-house call management centre thus introducing situations of competitive advantage. It is important to consider the potential benefits to the call centre in terms of reducing cost and being able to provide a more effective service.

## Effective Service

The major travel company’s business operations are reliant on the call centres ability to serve customers through both inbound and outbound calls and sell these customers holiday packages. Thus, many situations of competitive advantage pertaining to effective service are introduced by the information system.

Through customer and RM profiles the system sought can more accurately match customers based on RM performance and product knowledge. This means that whenever a customer is interacting with a RM, it will be an RM with suitable knowledge about the destination and its traditions and not an RM who specialises in different holiday packages.

One of the main operations of the call management centre is its to handle outbound calls to customer target lists. With the information system supporting this operation many advantageous situations arise. The system will generate customer target lists containing customer details based on RMs skills and profiles. This means each RM will have a unique target list accommodated specifically to them, thus increasing the call centres ability to successfully serve customers through outbound calls. This service will be further enhanced by the guidelines and script provided by the system which additionally aims to provide an improved service to the end-customer.

The other core operation of the call management centre is managing and responding to inbound calls. To improve the service provided to customers directly calling the centre, the information system will provide call routing and a distribution routine that will reduce the time required per call. A combination of customer scoring and system sought providing an RM with the skill levels that best match the customer will ensure the desired information will be provided to the customer in the most optimal time.

The service of inbound calling is further enhanced by the system’s ability to handle and route calls during busy periods. This ensures that customers will not miss the opportunity to be served as the automatic call distributor will route the call to the first available appropriate RM, retaining service quality in the timeliest manner during peak hours.

## Reducing Cost

The call centre is reliant on two operations to successfully function, inbound and outbound calls and as a result any ability to perform these operations at greater efficiency and quality will provide reduce cost to the travel company. Through the system sought, features of inbound calling including call routing and distribution routine and features of outbound calling including tailored target lists, displaying customer details, providing guidelines and scripts for RMs to follow, call efficiency, call quality, time between calls and call handling during peak hours are greatly improved by the system. Therefore, per-call handling time will be cut down minimising call costs to the travel company.