# 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.

## Effective Service

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 without knowledge on the package.

One of the main operations of the call management centre is to handle outbound calls to customer target lists. The system will generate customer target lists containing customer details based on an RM’s skills and profile. This means each RM will have a unique target list accommodated specifically to them. In addition to this, the guidelines and script provided by the system, will ensure a quality service as each RM will have the resources to fully serve each 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. 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 efficient and effective manner.

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 reduced cost to the travel company as per-call handling time will be minimised.

The features of the system for outbound calling including tailored target lists, displaying customer details, and providing guidelines and scripts for RMs to follow will ensure that all RMs will have the necessary knowledge and resources to adequately address customer’s needs. As a result, RMs will more efficiently serve customers thus minimising call handling time.

For inbound calls, the utilisation of call routing and distribution routine based on an RM’s skills and the customer’s score will reduce per-call handling time consequently minimising inbound calling costs. Another important aspect of inbound calling in reducing cost for the call centre is the role of the Interactive Voice Response unit during busy times. This unit will reduce call volumes and operating costs by cutting telephony and staffing overheads.