# Reflection of Assumptions

200-300 word reflections and brainstormed ideas; stating any assumptions made.

The purpose of the implementation of an information system for the major travel company is to improve the operation of their in-house call management centre. The operations of the in-house CMC can be broken into two distinct operations each of which have their own associated assumptions.

A key assumption that has been made is that any feature that the information system is going to provide to the call management centre DOES NOT currently exist in the CMC in any form.

**Call Centre**

* RMs have profiles but there is no tool that would enable them to be matched to suitable customers
* Customer profiles do not represent customers on a deeper level of understanding of their wants or needs, rather only contain basic information such as name and contact details
* RMs deal with customers enquiring about packages outside of their expertise

**Inbound assumptions**

* Customers are routed to first available RM and not currently matched based on RMs skill level
* Call flow rate during busy hours is slow resulting in long holding times
* No system that currently scores (prioritises) customers
* Customers are left on hold until redirected or they hang up

**Outbound assumptions**

* RMs call from a list of customers with no ordering or tailoring towards that RM’s skills or profile
* Calls made are often lacking substance due to lack of knowledge of the customer and a clear direction of conversation

Outbound Calls → Generated customer target list with customer details retrieved from database.

→ Displays details and provides guidelines and script to help in providing an improved service to the end-customer.

→ Target list for each RM based on their skills and profile.

Customer Profiles → User of profiler tool to get a better understanding of customers and what they want.

RM Profiles → Corresponding profile depending on age, sex, culture, language proficiency, experience and product knowledge.

→ Profiles are initialised at hiring via a questionnaire to build a profile and skill matrix. System will adjust according to RMs subsequent performance in selling packages and in serving customers effectively and efficiently.

System Sought → Used as a skill matcher between end customers and RMs based on their profiles. This makes RMs more convincing to a customer and increases the chance to achieve a sale or provide a service.