**TELECOMMUNICATION SYSTEMS**

**DCIT 426**

**GROUP PRESENTATION**

**GROUP 8**

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## **Case Study: Enhancing Customer Service at ABC Telecommunications**

**Objective**: To Understand the importance of customer service in the telecommunications industry and develop problem-solving skills to address customer service challenges.

## **Analyzing the Current Customer Service Practices**

## Evaluation of Customer Service Guidelines and Protocols

* **Customer Service Channels**: Customers can contact support through live chat, email, and phone.
* **24/7 Support:** Customer support is available 24/7.
* **Tiered Support System:** Basic issues are handled by front-line agents, whilst more complex issues are addressed by specialized teams.
* **Call Handling:** Calls are prioritized based on urgency and the type of problem.
* **CRM System:** Support staff use a Customer Relationship Management (CRM) system to track customer interactions and issues.
* **Feedback Surveys:** Feedback is collected through surveys after customer interactions.

### **Evaluation of Customer Service Data**

* **Average Response Time:** Live chat - 10 minutes, Email support - 24 hours, Phone support - 15 minutes.
* **First-Call Resolution Rate**: 55% of issues are resolved on the first call.
* **Scores for customer satisfaction:**
* Overall satisfaction: 65%
* Satisfaction with issue resolution: 60%
* Satisfaction with agent professionalism: 75%

### **Key Pain Points and Challenges**

* **Extended Wait periods:** Customers frequently face extended wait periods during busy hours.
* **Difficulty Reaching Representatives**: Users frequently run into trouble getting through the IVR system to speak with a live agent.
* **Ineffective Issue Resolution**: A sizable portion of problems take several exchanges to settle.
* **Inconsistent Communication**: Clients complain about disparate support representatives providing contradicting information.

## **Identifying Areas for Improvement**

## Specific Areas for Improvement

* **Response Time:**
* Reducing the average response times for phone and live chat support.
* Also improving the efficiency of handling email queries by increasing email query handling efficiency.
* **Accessibility:** Simplifying the IVR system to make it easier for customers to speak with live agents. This can be done by increasing the availability of self-service options for common issues.
* **Issue Resolution**: Improving the first-call resolution rate by providing front-line agents with better tools and training.
* **Customer communication:** Standardizing responses to ensure all representatives provide consistent information. Also using proactive communication to keep customers informed about the status of their issues.

## **Proposed Strategies for Enhancing Customer Satisfaction**

## Strategies and Recommendations

* **Implementing AI and Advanced CRM Technologies:**
* Using AI-powered chatbots to handle basic inquiries, reducing wait times.
* Implementing an advanced CRM system to provide agents with more information about customers' preferences and history.
* **Agent Development and Training:**
* Conducting regular training sessions focused on technical skills and excellent customer service.
* Offering specialized training for handling difficult customers and complex issues.
* **Process Improvements:**
* Simplifying the IVR system to reduce navigation time.
* Enhancing the self-service portal and knowledge base to allow customers to resolve common issues independently.
* **Consumer feedback and continuous improvement:**
* Regularly analyzing customer feedback to identify areas for improvement.
* Assembling a specialized staff to track and respond to consumer input instantly.

## **Prioritization of Strategies**

* **Great Effect, Great Possibility:**
* Simplifying the IVR process.
* Enhancing the self-service site and knowledge base.
* **High Effect, Moderate Viability:**
* Implementing AI-powered chatbots.
* Conducting extensive training sessions.
* **Medium Effect, High Possibility:**
* Enhancing the CRM system.
* Establish standardized customer communication protocols.
* **Medium Impact, Medium Feasibility:**
* Forming a dedicated team to gather customer feedback
* Using proactive communication methods with customers.

## Presentation Submission

[Presentation Video](https://drive.google.com/file/d/1FMs6B7jnoTjGFpROC82HRqqCfPzvtPAp/view?usp=sharing)

## **Conclusion**

ABC Telecommunications may improve customer satisfaction and loyalty by implementing the suggested techniques and addressing the highlighted areas for improvement in its customer service. Achieving these goals will need process changes, thorough training programs, and efficient use of technology.”