**NOCN ASSIGNMENT**

OPERATIONS MANAGEMENT



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# Operations Management Task 1

Please ensure that you have read the case study before you begin to complete task 1

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| 1. Identify the key links that should be in place between Operations Management and the sales team and comment on how operations management should relate to the targets set for the sales team. You will need to analyses the nature and role of operations management and the sales team within the organization and the relationship between operations and the other core, and none-core managerial functions within the organization. |
| * **The key links between Operations Management and the sales team.**   Since salespeople have such a relationship with clients, they often interact with them. They  understand the customer’s needs, expectations, requirements, and preferences.  First, the sales team must comprehend the customer; there is a saying that goes, “put yourself in someone else’s shoes,” and only then will we be able to comprehend what the customer requires. We can then share the customer’s ideas or details with the operations manager about the customer’s wishes and requirements. The operation manager can assist in achieving the customer’s requirements.   1. **Communication**: It is important that there is regular communication between the operation manager and the sales team to ensure that both parties are aware of the needs and priorities of the organization. This can be achieved through regular meetings, email updates and phone calls.      1. **Teamwork:** Operation management and sales should work together to identify areas of overlap and areas where they can support each other. This could involve sharing resources, coordinating efforts, or even sharing ideas for new products or services.      1. **Employees Feedback:** Allows individual feedback from each employee and conduct team feedback session. Establish a continuous quality of service program. And identify the needs of the customer.  * **How operations management should relate to the targets set for the sales team.**       **Teams  Description automatically generated with low confidence**  **Diagram  Description automatically generated**   * + **Clearly define the targets**: Make sure that the targets are clearly defined and understood by everyone on the team. This includes setting specific, measurable, achievable, relevant, and time-bound targets.   + **Sales forecasting:** Work closely with the sales team to develop accurate sales forecasts, which can help to ensure that the organization has the resources it needs to meet its targets and future demands and sales are shared with the organization.   + **Planning:** The operation manager should be involved in the development of sales plans and strategies, ensuring that production resources are aligned with the team's goals and objectives.   + **Employees Monitoring and Training:** The operation manager should be tracking and measuring the performance of the sales team, and working with them to identify areas for improvement and develop action plans to address any shortcomings. And should implement special training session to improve the performance.   + **Customer Feedback:** It is very important to get the feedback of the customer. Then only we can find out and understand which all are the areas we need to improve. To find the feedback of the customer polling , surveys and feedback messaging system can be implemented.   + **Expand The Customer Base:** To keep the business profitable we must keep the existing customers while adding new ones to it. To get there we must implement new technologies and conduct marketing research to gain better situation. * **Relationship between operations and the other core, and none-core managerial functions within the organisation.**   Operation manager got to encourage & motivate sales team, regularly communication with them and share the issues they face, help them to get how to tackle different challenges and run through their individual problems.   1. **Conduct Meeting Before the Work Starts:** Conduct the meeting before the meeting and assign responsibility for every person and discuss the aim of meeting the way to reach goals, and what all we need to complete daily wise task. 2. **Recognition And Reward:** Comparing the individual performance of sales team. And giving trophy or award the month end for the best performer of that month. 3. **Focus On Increasing Customer satisfaction:** In 2015-16, our sales were down, so how we deal with that next year is our goal. In 2017, how to increase client satisfaction.   Listen their needs, understand clients' need, what they want, understand the purchasers, understanding each individual and interaction between them got to be smooth, collect and utilize data , better understand their needs and wants and address them accordingly. Attain 110 sales target, increasing rating from the customer feedback, their experience with call center staff.   1. **Non-Core Function:** The non-core function consists of the HR-Department, finance department, accounting, and marketing team. The training provided to the sales team are done by the HR-Department, they find the easiest personnel to handle call volumes, involves hiring, interviews, etc. The Director is responsible for improving employee retention and providing incentive programs. Salaries of employees are supplied through accounting. Marketing strategy may change how shoppers interact with the brand. Sign in with customers, push discounts and push promotion these all are done by the marketing team. |

# Operations Management Task 2

Please ensure that you have read the case study before you begin to complete task, you will also need to access [www.instituteofproductivity.com](http://www.instituteofproductivity.com) web page and read all the information prior to beginning the task 2 to ensure you have all the information needed to meet the requirements of the activity.

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| 1. Explain the mission, vision and values of the call centers and whether you believe that measures and KPI’s that are in place for the call center, directly contribute to the achievement of the organizations mission and vision. You need to ensure that you can demonstrate how the organization has moved from the strategic plan with the mission, vision and values and highlight where these are embed within the created subunits action plans and where the success of KPI’s will demonstrate the mission, vision and values. |
| **MISSION: -**   * To increase the customer rating and to decrease the customer waiting time. * To make a friendly environment with the customer and solve their questions and worries. * To become the top-rated call Centre. * Have more motivated staff who can contribute to dynamic environment.   A picture containing text, vector graphics  Description automatically generated  **VISION: -**   * 100% customer satisfaction. * Provide good service in a friendly and gentle manner to the customer. * Consistently top-rated call Centre and best call Centre.   A picture containing shape  Description automatically generated  **VALUES: -**   * One team, fast and friendly customer satisfaction. * Effective communication continues process improvement and growth of the employee. * Every company has set of values that’s the core ethics or principles which company.   will abide by.   * Measure how long each customer is waiting on hold, how many days staff wish to work, how long each call last, how many hours a staff worked for a month.   Graphical user interface  Description automatically generated  **KPI OF THE ORGANIZATION: -**  Call centers are the first point of contact for customers, but they frequently experience issues that prevent them from receiving top-notch customer service. Customer wait time is excessive Customers should not be kept on hold for more than two minutes because only two-thirds of customers are willing to do so. Additionally, 34% of callers who hang up before speaking to an agent would never call back.  According to customer satisfaction survey research, call-backs from previously unsolved concerns account for 20 to 30 percent of a call canter’s call volume. Even worse than not complaining, the majority of unsatisfied consumers will simply leave and never return. Even if the call Centre offers clients compensation for their negative experiences, on average it takes seven great experiences to make up for one negative one.  Instead of employing a single tool to assist them with their daily operations, call centers use a variety of out-of-date software. This implies that agents in certain call centers have to open and close up to ten separate programmed in order to answer a single question, and they also have to spend a lot of time on administrative activities.  Low sales target You must go beyond responding to client inquiries and resolving issues if you want to improve call Centre sales and revenue. You must build a strong group of call Centre sales agents and maximize your call center’s sales. Your CSRs must produce "Wow Moments" that elicit wonderful customer testimonials and boost consumer confidence in your company.  Customers are always looking for ways to contact businesses for prompt assistance. So, what steps do businesses take to make sure their customers may contact them whenever they want? Call centers are the greatest option because they are the first point of contact for customers. Call centers assist you in maintaining happy end users.  Diagram  Description automatically generated  **CALL CENTER’S KPI’S**   * Per-agent sales. By analyzing sales and overall calls, it keeps track of the team's efficiency on the phone. * Profit ratio. * Service quality and Average wait time. * Income from each successful call. * Customer happiness and feedback scores * Speed Of answering. |
| 1. You will need to identify and access the KPI’s for the salespeople and then evaluate and describe whether the set KPI’s that have been set are appropriate for the different hierarchical levels within the organization and where you feel it is needed propose additional or alternative measures that can be used in the business. |
| **No matter what kind of KPIs we use, we must make sure they are SMART.**   * **Specific:** Be specific when describing each KPI's intended measurement and significance. * **Measurable:** The KPI ought to be quantifiable according to a set criteria. * **Achievable:** We must be able to meet the KPI, so it must be achievable. * **Relevant:** Our KPIs need to track important metrics that boost productivity. * **Time-Bound**: It can be completed in the allotted amount of time.   **KPI’s that have been set in Three rings call Centre are appropriate for the**  **different hierarchical levels within the organization:**   * **Sales Per Agent:** By evaluating sales and total calls, the Sales per Agent metrics tracks the team's call efficiency. To change targets and guide overall sales success, managers must monitor this. * **Active Waiting Calls:** The team and Three rings can both see how many calls are presently in the queue thanks to the Active Waiting Calls measure. The team must keep an eye on this indicator in order to pace their work appropriately, and managers must measure it in order to confirm that traffic is meeting company goals and to learn about the current workload of their staff. * **Longest Call On Hold**: Although this indicator may appear to be unimportant, call Centre managers place a lot of importance on it. The goal hold duration and the maximum hold time to date are both shown in the Longest Call Hold measure. In order to prevent customer loyalty from declining as a result of excessive wait times, managers who are keeping an eye on the longest hold times can make changes to the call agent numbers to make more staff members accessible to accept calls. * **Customer Satisfaction**: Managers may see right away how well salespeople are doing by measuring client happiness. Managers must make sure that their team is keeping company standards because salespeople have a direct impact on how customers perceive businesses. * **Time Loss Due to Technology Issues:** Sometimes, technology doesn't function the way we want it to. Understanding the total amount of downtime that has happened and being able to pinpoint the reasons why is essential for managers. Managers and call teams can see how much downtime was caused by technology by using this specific metric. * **On-Hold Time:** It's never ideal to put customers on hold, but in a busy call Centre, not every call can be answered right away. Managers may see from this indicator how long the typical caller has to wait on hold before speaking with a salesperson.   **Additional Measure That Can Be Used in The Business**   * + **Identifying Training Needs**: In addition to ensuring improved customer satisfaction, a highly qualified person with decision-making authority will also enable single call resolution, improving the customer experience overall. It's crucial to promote agent buy-in to both the client brand they are promoting as well as the value-driven service their employer offers.   + **Product Sales Failed:**  1. Deepen your understanding of the products and services. 2. Take charge of the sales dialogue. 3. Utilize marketing personalization technology. 4. Make Practical suggestions. 5. Check in with our clients. 6. Reduce wait time and improve process.    * **Reducing Hold Time for Customers:** 7. Keep track of agents call performance. 8. Take calls down. 9. Maintain an up-to-date knowledge base. 10. Enhance call routing. 11. The on-hold message should be updated. 12. Maintain current customer information. |

**Operations Management Task 3**

Please ensure that you have read the case study before you begin to complete task 3.

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| 1. Once you have read the case study describe the staffing levels and performance in the contact Centre. Then explain how workforce planning could be implemented and in place to resolve any issues that have been identified and how the planning you have suggested should be used going forward. Please include a description of how you propose to measure and estimate the workload to ensure the KPI’s are both relevant and achievable. |
| Customers are always looking for ways to contact businesses for prompt assistance. Numerous topics are raised in the case study, including.   1. The average wait time for a consumer on hold has grown to 3.5 minutes as a result of recent staffing difficulties. 2. Low levels of client satisfaction 3. Sales target 4. IT problems 5. Staff concerns   Chart  Description automatically generated  According to the case study's customer satisfaction rating table, the poor customer satisfaction rate in November and December is due to both a shortage of qualified workers and the season's high volume of business. Provide sufficient employees during peak hours or shifts; for example, between the hours of 10 a.m. and 5 p.m., when the volume of customers is at its highest. Early in the morning and after 5 o'clock, when the number of customers is relatively low, the personnel level may be kept to a minimum.  Every employee is given the appropriate training, and the newest software is updated. Consequently, the current issue may be solved using these ways.     * **CUSTOMER ON HOLD HAVE INCREASED TO 3.5 MIN**   Customers who are placed on hold become brand haters. They are the ones who complain to friends and family about your business and about their negative experiences.  **SOLUTION: -** You may reduce hold times and maintain customer satisfaction by utilizing technology and better coaching approaches.   * + **Improve interaction routing and channel integration: -** The practice of assigning the appropriate agents just phone conversations is no longer used. Customers anticipate responses across all channels. Use Omni channel routing to make sure you're not losing track of consumer requests and lengthening hold times. Get clients to the appropriate lines by streamlining your engagement processes. Additionally, integrate all your channels so that agents may handle interactions more effectively from a single interface.   + **Prepare the staff to cut down on handling times: -** Provide personnel with the resources and instruction they need to manage calls independently. Review a few contacts when efficiency metrics are high and provide the employees with feedback to help them develop. * **POOR CUSTOMER SATISFACTION**   The inability of Three Rings call centers to quickly and effectively resolve consumer issues is one of their main concerns. Long-term discontent results from this, and clients are frequently compelled to patronize more accommodating competing businesses.  **SOULTION**: - The best answer to this issue is to offer an interactive voice response system that enables skill-based routing. These automated systems will make sure that consumers are sent to the appropriate division so they can get the technical support they need. Additionally, it can move high-value customers to the front of the telephone waiting lines so they remain on the line and are happy with the quality of service.   * **ATTAIN SALES TARGET**   Meeting sales goals is a problem that many call "sheer hell," according to call center supervisors and managers. The truth is that an outbound tele sales contact center can be extremely gratifying and exciting if properly managed. Agents working in call centers should view the obstacles as manageable and unburdening. Unfortunately, call center management is passing along these pressures to the call center agent due to the demands for company development from top management and a focus primarily on bottom line performance. Unfavorable sales results, large attrition rates, and expense increases follow.  **SOLUTION:** - Use the four steps outlined in this article to easily create consistent sales in an outbound contact center. Make sales results clear, give agents the freedom to decide how to grow, incorporate floor training, and concentrate on clean data.    Teams  Description automatically generated with low confidence   * **ISSUES FACED ON TECHNOLOGY**   Call centers are experiencing IT-related technical challenges. On a busy day, their phone lines can go out, or they might have trouble integrating other current corporate systems. This decreases the productivity of call agents overall, causes irritation, and wastes a lot of time.  **SOLUTION: -** Choose virtual telephony; the Three Rings call Centre will run smoothly because of such a straightforward technology's excellent usability. VoIP phone lines are incredibly simple to setup, and no complicated gear or software is needed. The majority of service providers can set up a call Centre quickly and with little ongoing upkeep.     * **ISSUES FACED BY THE EMPLOEE**   The team at Three Rings call Centre get regular training so they can keep current with all environmental changes. Agents are still unable to use that information in the real world of employment, though. As a result, managers must continuously give poor feedback and spend valuable time helping team members.  **SOLUTION: -** Consistent training sessions should be held at a regular pace to promote good habits. Try to incorporate creativity into training and hold hands-on activities like role-playing consumer interactions. The effectiveness of training for VoIP call Centre personnel may be greatly enhanced by team exercises, brainstorming sessions, and multimedia materials.  Icon  Description automatically generated  **Measure and estimate the workload to ensure the KPI’s are both relevant and achievable.**  Attrition among employees is a serious issue affecting today's call centres. Numerous employees leave early and do not stay for very long because of the difficult workload, long hours, and hostile work atmosphere. This raises the challenging issue of recruiting fresh talent and putting them through the necessary training. It leads in declining morale and increasing costs.  **SOLUTION: -** Call centres must take action to maintain a collaborative workplace. They can employ people who can productively work from home. Hard workers should be commended and given incentives by managers so that they feel appreciated. Compensation levels should be among the highest in the sector, and comprehensive **achievable.**  Attrition among employees is a serious issue affecting today's call centres. 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**Operations Management Task 4**

Please ensure that you have read the case study before you begin to complete task 4

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| 1. Analyze and review the methods of storing data and managing technology that is being used in the call Centre and then highlight any risks including the risks associated with data loss and identify the solutions / improvements to mitigate the risks you have identified; you must explain where the sources of data has come from |
| Every day, call centers handle enormous volumes of data. They handle with databases, financial transactions, consumer information, and company-owned data.  Unfortunately, a variety of events, including hardware malfunctions, file corruption, malicious system assaults, and even natural catastrophes, can result in data loss for enterprises. While call centers may protect themselves from these mishaps, there isn't always much that can be done to stop them. You must rely on a data backup mechanism in these situations.   * **SORT THE IMPORTANT FILES.**   It might take time to back up your data, especially if you want to send it to an online storage system. To decide which documents to priorities, you must order your documents from most important to least important. For example, the information about the product, the files that can’t be recreated etc. **CREATE A LOCAL STORAGE** Your papers will be present in person at your place of business thanks to a local data backup solution. It enables more quicker file transfers and simpler file retrieval. Additionally, you may control your papers in this manner. **CLOUD BACK UP SYSTEM** It's crucial to have an online storage system for your information. Should your primary backup system fail, it offers an additional layer of protection. For instance, typhoons, earthquakes, and hardware malfunctions may prevent you from accessing locally stored data. However, if you have a backup copy of your papers online, you may retrieve them as long as you have access to the internet.  However, be mindful of the security risks that your data may face after they are posted to the internet. By collaborating with IT experts and cloud solution providers, you may fortify your security measures and fend against attackers.   * **REGULAR CHECKING OF DATA: -**   Verify that all files copied to both your cloud backup and local server were successfully moved. A bad Internet connection, obsolete software, and interrupted transfers are the most prevalent causes of documents that might become corrupt during the backup process.  Call centers are required by policy to implement strict data security and protection procedures. Customers are more likely to feel comfortable giving useful information with you when they know that your brand protects their data. Brands may use these bits of data to better understand their customers and deliver the best possible customer experiences. |
| 1. You will need to ensure that you describe at least one structured problem-solving methodology you can use when you choose how you will mitigate the risk and explain the various stages of problem solving. |
| Problem with out-of-date software that regularly crashes and causes service delays; laptops and phones are also out-of-date and challenging to operate.  A data-driven quality technique called Define, Measure, Analyze, Improve, and Control (DMAIC) is used to enhance processes.   * **DEFINE THE PROBLEM: -** Instead of employing a single tool to assist them in their daily operations, Three Rings contact centers use a variety of out-of-date programmed. * **MEASURE THE PROBLEM: -** A complete server crash is the largest problem a company might have. It may be the outcome of unforeseeable occurrences like floods, a fire, theft, or a significant cyberattack. Your company might possibly lose thousands of dollars per day due to this kind of server failure. * **ANALYZE THE PROBLEM: -** Adopt new software that can be integrated with the call center’s current systems. Or select a platform like Zendesk or Plavix that already has a number of systems integrated into it. Zendesk is a cloud-based customer support platform that enables quicker and simpler communication between companies and their clients while enabling agents to manage numerous systems from a single location. play Vox offers the capabilities to manage the QA operations of your contact Centre, centralizing training, coaching, and assessment tools. play Vox is simple to connect with Zendesk.   **DEVELOP SOLUTION**   * + The programmed ought to support automated call distribution.   + Call monitoring should be implemented.   + A dialer should be automatic.   + A dashboard to track team performance is necessary.   The waiting caller should be visible to the operator, or the operation manager should identify them and allocate them to the available operator. IMPROVE SOLUTION: - * supplying a solitary communications channel to control and track all consumer interactions.  * Real-time monitoring of service levels for consumers enables businesses to take fast action to address any faults.  * Providing statistical analysis and reporting on the client service received.  * Increasing "first call resolution" rates to make sure clients won't have to call back frequently with the same queries or problems.  * Observing customer behavior to assist businesses in enhancing their goods. CONTROL THE PROBLEM: - Communication styles are shifting as a result of digital technology. Numerous people, particularly millennials, prefer texting or messaging than chatting on the phone, according to research. Customers who choose web-based chat are linked to an agent in a three-ring call Centre straight from an app or website. To improve customer service, the workforce is given context.  Similar to this, there are occasions when having a face- to-face communication is preferable, such as when confirming an individual's identification, exchanging material, or resolving a visual issue. Why not provide the same experience with our three rings company to the clients who are used to using online and video chat programmed to connect with their friends, family, and co- workers? You may take your customer contact to a new level when your call Centre software allows you to incorporate video chat. |
| 1. You now need to explain the importance of an effective implementation plan, when making the changes to the operations processes in place, for the changes you have chosen and analyses what potential problems could arise when you implement these operational changes, ensure that you establish what the success criteria area when you implement your suggested solutions. |
| The issue here is an increase in the standard hold time.   * Software issue that is out of date. * Staffing concerns since no one is hiring to replace them when they leave or retire. * Queue waiting can lower consumer satisfaction. * Due to a higher employee to staff ratio and inadequate or inexperienced training facilities.   **By putting these operational changes into place:** -   * + To develop or launch the software, there has to be a technical competent person; there also needs to be money for the person; and the use of solutions that are optimal for contact centers, such as call monitoring, call recording, and interactive voice response, may initially be pricey but pays off in efficiency, productivity, engagement, and satisfaction. Although implementing technology will initially cost money, there are several benefits as well.   + A nice facility with current, new software and technology, additional equipment and computers, and an increase in workspace as a result of hiring more personnel are all benefits of expanding the workforce.   + We can cut down on waiting times by employing new techniques and technologies. We can also speed up work for the organization by hiring the best new staff.   A skilled staff trainer, money for the trainer, and time are all necessary for training personnel. Staff should get training, be evaluated, and then placed in positions that are congruent with their abilities. Staffing levels may drop when more people are hired. |

**Operations Management Task 5**

Please ensure that you have read the case study before you begin to complete task 5.

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| 1. Analyze the customer satisfaction ratings that have been collected for 2015 and 2016 using an appropriate data analysis tool of your choice that will helps you to demonstrate trends. Identify and use a data analysis tool to use and describe how to create this so that you can look at any trends. |
| **STATISTICAL PROCESS CONTROL CHART**  Chart, line chart  Description automatically generated  Calendar  Description automatically generated  The month of November and December are the months with lowest customer satisfaction. |
| 1. Explain what the data is showing you and what recommendations you would now make to address anything you think is significant? |
| The two-year (2015 and 2016) customer satisfaction percentage is displayed in this line graph. First and foremost, management needs to organize the organization properly. Appointing the right amount of staff members with the suitable training will ensure that problems are addressed promptly. Every organization should priorities customer happiness. So, there are a few crucial elements to remember to please customers.   1. **CREATE YOUR OWN BENCHMARK: -**   Find out how successfully your business retains clients, how frequently they make purchases, and how well they react to your marketing, among other possible metrics. But establish a standard that the workers may use to compare their performance to. The staff may assess if you are meeting your benchmark once you have one.   1. **MEASURE THAT ONCE: -**   At the same time, take various measurements. Ask your consumers a variety of inquiries. Utilize a variety of techniques to assess client and sales activities. Three or four times a year, take measurements. Measure during and following your busiest sales times. in comparison to earlier years. Measure when commercial trends shift.   1. **LISTEN TO WHAT CUSTOMER ARE SAYING: -**   It's crucial to address each client's specific issue and make things right, but it's also crucial to listen to what they have to say and include it in a database of prior consumer feedback. This enables you to identify worrying trends or escalating issues that you can address to spare current and potential clients the pain.   **FIX THE REAL PROBLEMS FIRST: -** First, address the primary issues. They are the ones who produce unhappy consumers. **BUILT RELATIONSHIP FIRST: -** Relations are a personal matter. Discover more about your clients. Discover their preferences. Find out their names. On significant occasions, such as birthdays, remember them. Give them praise for being themselves. Make them feel special on a regular basis. **CUSTOMER LOYALTY: -** Because they reward existing consumers, loyalty programmed are effective at retaining them. **EVERYONE IS ABOUT CUSTOMER SERVICE: -** Low customer satisfaction results from poor customer service. The rest of the staff has to be aware that the customer service department is not the only one concerned with providing good customer service. **DON’T OVER PROMISE: -** With your consumers, act Scotty. Don't make promises that you can't keep. But go above and above in keeping your word. |

# Operations Management Task 6

Please ensure that you have read the case study before you begin to complete task 6

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| 1. Summaries your findings from all the previous tasks (1, 2, 3, 4, 5), and prepare an action plan of recommendations that you can submit to Dave for solutions to the operational problems you have identified.   Ensure that in the action plan you can demonstrate to Dave the importance of operations management, commenting on how effective operations management should prevent problems in the future. |
| The case study focuses on the duties of operating management, where they have become the best in the area for customer service with a 4.5 out of 5 rating. According to this rating, we can infer that consumers are happy with the Three Ring call center’s service since it offers ongoing training programmed that help with teamwork and customer service. The right number of employees is hired to ensure that calls are answered promptly, and the firm strives to maintain a free environment for its employees and customers while resisting the need to update the office's software and equipment.  **PROBLEMS:**   * The level of staff recruitment is dropping. * The Customer on hold increased to 3.5 minutes. * Issue with software, Computer & phones.   This case study focuses on the issue of declining call Centre personnel hiring, declining customer happiness, and problems with software on computers and phones. The purpose of tasks 1 to 5 is to comprehend the issue and come up with the best solution.  Explains the vital connection between the sales staff and operational management. Operations management assists the sales representative in working as a team by comparing individual performance within a sales team. To reach the aim or goals, they are developing and communicating.  The call center’s mission is to constantly provide top-notch service with a smile to every client. This is expressed in the call center’s **vision statement**. The **company's mission** is to create a vibrant and welcoming workplace where sales targets are met, and to inspire employees to work toward building a successful business organization and a top-rated contact Centre. The foundation of an organization is its declaration of **organizational values.** The call Centre ideals are straightforward, quick, and enduring among one staff.  The key performance indicators (KPIs) for call centers must be quantifiable so that managers and directors can review them on a regular basis to assess how well the contact Centre is achieving its various operational goals and whether its agents are providing customers with a high-quality customer experience. Team Leaders frequently have KPIs on the quantity of coaching they provide as well as the team's average quality score in call centers with a strong emphasis on quality.  The call Centre is experiencing a variety of problems. Computer and phone software that is out of date is the organization's principal problem. Therefore, task 3 explains in detail the software issue and takes the appropriate remedy.  The purpose of creating a data storage record is to make it simple for employees or management to access historical data when needed. It's simpler to search through your databases and discover the documents you need if they are ordered and logically kept. You must first organize your data into categories before creating a standard system for keeping your files. It's crucial to have an online storage system for your information. Should your primary backup system fail, it offers an additional layer of protection. For instance, typhoons, earthquakes, and hardware malfunctions may prevent you from accessing locally stored data. However, if you have a backup copy of your papers online, you may retrieve them as long as you have access to the internet.  Call Centre management is by no means an easy position in this industry. It calls for strategic insight, arduous effort, difficult choices, the capacity to inspire others to achieve challenging goals, and much more.  Successful call Centre management depends on it, yet few managers devote enough time and effort to finding the right candidates. Employ the necessary personnel and give them the necessary training to perform the task correctly (training employees how to deal with customer complaints)  For effective operation, modern contact centers require the necessary equipment and technology. It is the responsibility of managers to give their teams with all they require to consistently deliver high-quality customer service and support.  Have some enjoyable music playing while the consumer is waiting, or you might run a product commercial to keep them from becoming bored.  There should be a message that is sent as an alarm from the computer programmed when an operator exceeds the call duration cap. To cut down on waiting time, a quality team or buffer personnel should be put in place. They may answer any incoming calls. Here, you need to have solid, dependable call centre software with all the necessary functionalities. Here, the operations manager must produce a report outlining what is hindering target achievement and suggestions on how to improve target achievement.  Here, the significance of an efficient implementation strategy is considered while changing operational procedures.  **STAFF LEVEL DROPPING:** Employee ownership may improve business performance by coordinating the incentives of owners and employees to reduce conflict and promote collaboration and creativity, both of which increase productivity. In order for the personnel to demonstrate their performance in a clear and efficient manner, they also provide an excellent training programmed.  **ISSUE WITH OUTDATED SOFTWARE:** Adopt software that works with call Centre programmed already in use. There are frequently possibilities to combine newer software with the tools you presently use. The customer satisfaction rate for the years 2015 and 2016 is displayed on a line graph. There is a small customer slop. The issue and its resolution are described in this article. Every firm should priorities customer happiness. So, there are a few crucial elements to remember to please customers.   * At the same time, take various measurements. Ask your consumers a variety of inquiries. Utilize several techniques to assess client and sales activity. * In addition to listening to what customers are saying and adding it to a database of prior customer feedback, it's critical to answer each individual customer's problem and make things right. * Fix the primary issues first. They are the ones who produce unhappy consumers. * Relationships are intimate affairs. Learn about your consumers. * Low customer satisfaction is the result of poor customer service.   Customer satisfaction is crucial to the health of any organization. And as most people would concur, when customers have problems, businesses run the greatest danger of deflating that enjoyment and losing clients. Even in 2020, calling a company's customer care line is still the method of choice. Therefore, your call Centre must continuously endeavor to increase customer satisfaction rates if you want to keep your clients satisfied and devoted.  For businesses, managing a large volume of phone calls from various demographics may be quite difficult. While responding to customer inquiries and providing support is essential, doing so without a good system may take a lot of time, cost a lot of money, and have an impact on how well your assistance is measured.  Customers are searching for a brand that can provide them with the most individualized services as a result of the increasing market rivalry. As a result, businesses are compelled to make client interaction a key component of their customer service. Additionally, call centres are essential for generating revenue and offering clients specialised services.  **IMPORTANCE OF OPERATION MANAGEMENT:**  The administration of call centers by businesses is referred to as call Centre management. It includes topics including employing and training new hires, scheduling the labor, and dealing with customers. The effectiveness of your call Centre is influenced by how the team handles these activities. plans, evaluates, and monitors the performance of the call Centre unit using a variety of methods to ensure improvements. Setting up efficient customer service that encourages customer happiness is another duty of the call Centre operations manager.  A picture containing shape  Description automatically generated For the benefit of the business growth or to head off any issues in the future  * Make sure the software is updated. * Keep the records of everything. * Keep the systems and equipment in good working order. * Regularly give the employees the necessary training. * Make sure the team reaches the target. * Make a good meeting plan. * Maintain a review of the workflow strategy. * Define clear milestones. |