

Objectives

The overall objective of the major travel company is to develop a new information system which improves the current operation of their in-house call management centre.

Specifically, the following goals for the system have been identified:

- Improve call routing and dynamic call flow control for inbound and outbound calls
- Provide more assistance to relationship managers in their ability to provide an improved service to end customers
- Integrate a profiler tool to set and track profiles of users within the system
- Match relationship managers and end customers according to their profiles