Business English II

Activity 1. Customer service practices

Ingeniería en Desarrollo de Software

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Introduction

Coppel's Digital Call Center manages key services using omnichannel, such as telephone and WhatsApp collections, customer service, sales, and general support. These services are key to ensuring an efficient and satisfactory customer experience, offering fast and personalized attention through various channels.

To assess the level of user satisfaction with the services provided, a survey of different customers was conducted. The results revealed two main types of feedback. On the one hand, respondents highlighted the speed of responses and the friendliness of the staff, showing that the platform meets expectations in terms of response time and quality of treatment.

However, areas of opportunity also emerged. Some clients reported long waiting times and mentioned some confusion in the information provided, indicating the need to optimize processes and improve clarity in communication. These findings allow us to continue improving the service, ensuring a better experience for all users.

Description

Customer service plays a critical role in ensuring customer satisfaction and well-being in all types of businesses. To deliver high-quality service, it is essential to identify the key elements that contribute to an exceptional customer experience. As part of this process, a survey was conducted to gather customer feedback on a specific business, focusing on areas of opportunity for improvement.

The business selected for evaluation was Coppel's Digital Call Center, which offers services such as telephone collections, WhatsApp-based support, sales, and general customer service. To gather information, a five-question survey was distributed to customers, asking them to share their experiences and identify possible areas for improvement.

The development of the activity shows the analysis of the results of the interviews, both positive and negative comments. A concept map was created to visualize the responses. This data will be used to refine customer service practices, focusing on reducing wait times and ensuring that communication is clearer and more accurate.

Justification

Effective customer service is a cornerstone of business success, as it directly influences customer satisfaction, retention, and loyalty. In the case of Coppel's Digital Call Center, assessing service quality through customer feedback is crucial to maintaining and improving operational standards. By surveying to identify areas of opportunity, the company can obtain valuable information that reflects the actual experiences of its users.

Survey results provide a balanced view of service strengths and weaknesses. Positive comments, such as speed of response and courtesy of service, confirm that certain processes are working well. However, negative views on long waiting times and confusion in the information provided reveal areas where improvements are needed to enhance the overall customer experience.

The concept map created from this feedback serves as a visual representation that enables the company to better understand customer perceptions. This structured approach to collecting and analyzing feedback ensures that the company can make informed decisions on how to optimize its services.

By addressing these areas of opportunity, Coppel's Digital Call Center can improve service efficiency, customer communication, and satisfaction, ultimately leading to increased customer loyalty and business growth. Regular evaluation is essential to achieving these results.

Development

- **Proyect**

Coppel´s Digital Call Center

Coppel's Digital Call Center is a comprehensive service designed to meet the needs of our customers in an efficient and personalized way. We offer support in telephone and WhatsApp collections, allowing fast and secure management of payments and reminders. In addition, we provide sales, customer service, and general inquiries, ensuring clear answers and timely solutions. Our omnichannel platform facilitates communication, providing customers with the option of contacting us by different means and adjusting to their preferences and schedules, always with the quality of service that characterizes us.

- **Questions and answers**

Coppel's Digital Call Center

Is a comprehensive service that since its inception in 2008 in Culiacán, Sinaloa, has constantly evolved to meet the needs of its customers in an efficient and personalized manner. It began by offering only telephone collection services, but over the years it has expanded its scope. Currently, it offers support in telephone collections and through WhatsApp, facilitating fast and secure management of payments and reminders. In addition, it provides sales, customer service, and general queries, guaranteeing clear answers and timely solutions. Its omnichannel strategy allows customers to communicate through different media, adjusting to their preferences and schedules, all with the quality of service that characterizes Coppel.

The questionnaire is oriented to identify areas of opportunity in Coppel's Digital Call Center. Each question is accompanied by multiple-choice answers to facilitate the analysis.

Was created in Google Forms, below is the preview, where you can see the 5 questions to evaluate customer satisfaction.

How satisfied are you with the attention received in the sales or product consulting process? *

- ○ Very satisfied
- ○ Satisfied
- ○ Regular
- ○ Dissatisfied

What aspects of customer service do you think could be improved? *

- ○ Response time
- ○ Clarity of information
- ○ Friendliness of staff
- ○ Variety of contact options
- ○ Otros: _____

Enviar   Borrar formulario

The survey was applied to 5 people, to have a larger sample, the graphs show mostly favorable results, but it is important to work on opportunities for improvement of negative feedback.

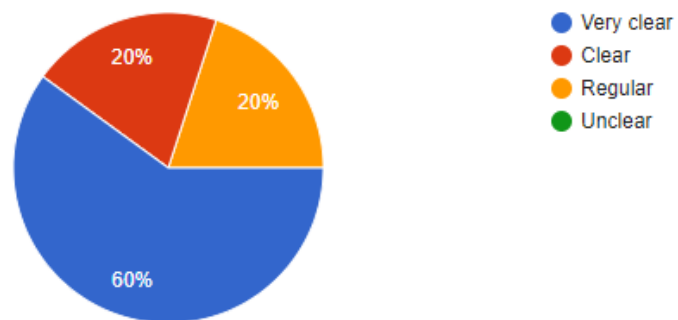How satisfied are you with the response time when using our telephone or WhatsApp support services? título

5 respuestas

- Very satisfied
- Satisfied
- Regular
- Dissatisfied

40%
60%
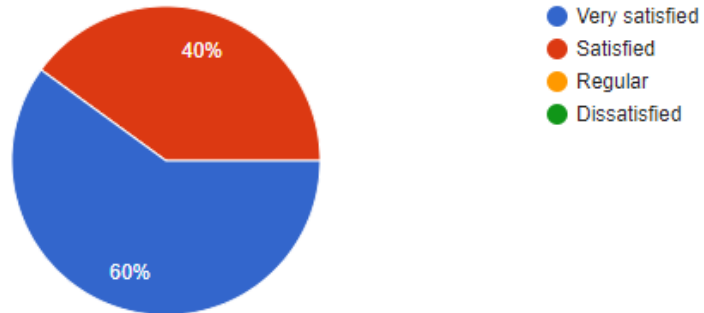
How would you rate the clarity and accuracy of the information provided during your interaction with our customer service team?
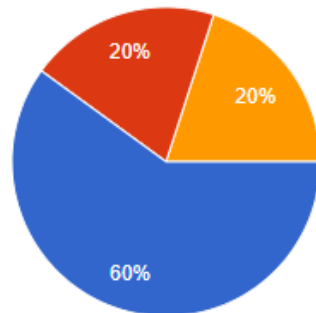
5 respuestas

- Very clear
- Clear
- Regular
- Unclear

20%
20%
60%

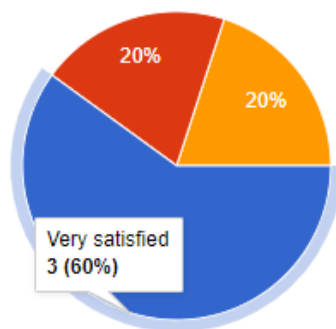## How do you consider the WhatsApp collection service?

5 respuestas

- Very efficient and easy to use
- Efficient, but could be improved
- Regular, there are aspects that make its use difficult
- Not very efficient
- Very difficult to use

Copiar

How satisfied are you with the attention received in the sales or product consulting process?
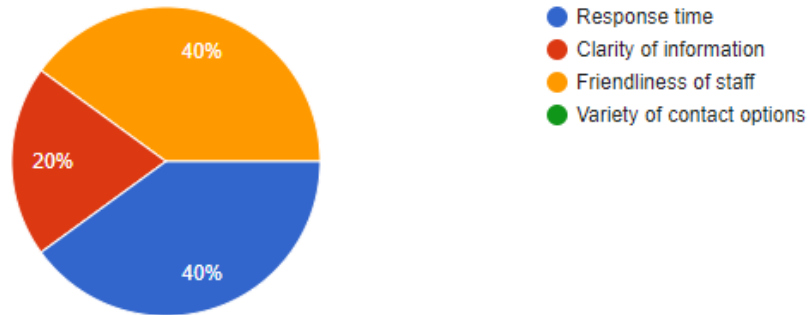
5 respuestas

Very satisfied
3 (60%)

- Very satisfied
- Satisfied
- Regular
- Dissatisfied

Copiar

What aspects of customer service do you think could be improved?

5 respuestas

- Response time
- Clarity of information
- Friendliness of staff
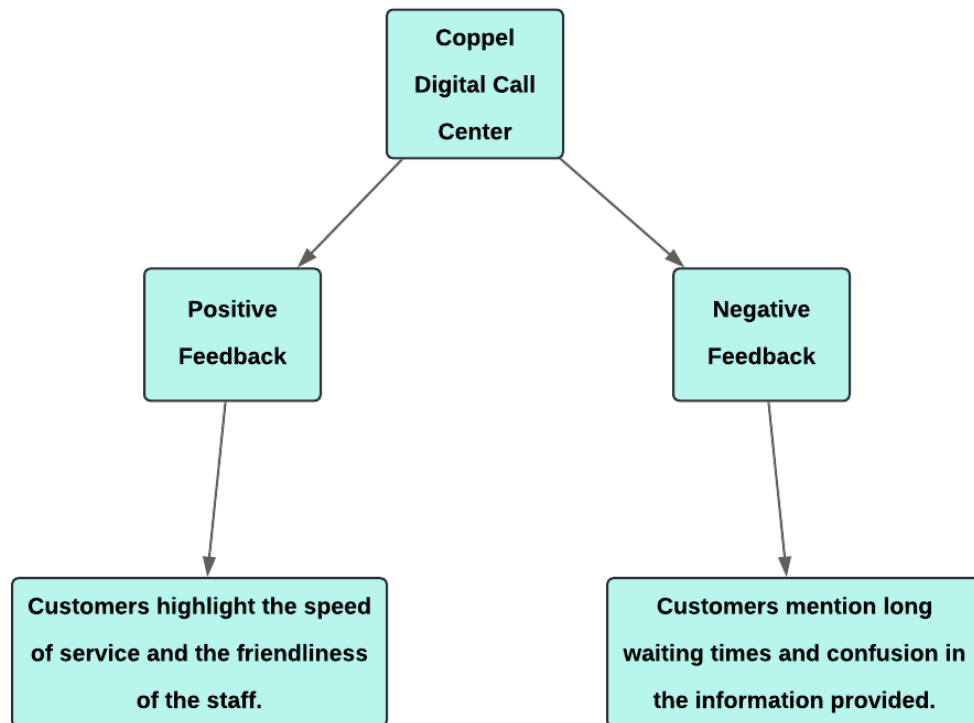- Variety of contact options

Link to the survey:

https://docs.google.com/forms/d/e/1FAIpQLSdu1hFxo6qSdo5iY6ed_2ypBSMBYvJmS2a5kOPnLxN1R8_G7A/viewform?usp=sf_link

- **Conceptual map of opinions**

This is the conceptual map based on the survey. The graph reflects positive feedback, with 60% of respondents giving a favorable opinion, and negative feedback, with the remaining 40%.

```
                    ┌─────────────────┐
                    │     Coppel      │
                    │  Digital Call   │
                    │     Center      │
                    └─────────────────┘
                     /               \
                    /                 \
        ┌──────────────┐         ┌──────────────┐
        │   Positive   │         │   Negative   │
        │   Feedback   │         │   Feedback   │
        └──────────────┘         └──────────────┘
               │                        │
               │                        │
 ┌───────────────────────────┐  ┌───────────────────────────┐
 │ Customers highlight the   │  │   Customers mention long   │
 │ speed of service and the  │  │ waiting times and confusion│
 │ friendliness of the staff.│  │ in the information provided│
 └───────────────────────────┘  └───────────────────────────┘
```

The following is evidence of the use of Grammarly for the development of this activity.

Screenshot 1

Untitled document

Effective customer service is a cornerstone of business success, as it directly influences customer satisfaction, retention and loyalty. In the case of Coppel's Digital Call Center, assessing service quality through customer feedback is crucial to maintaining and improving operational standards. By conducting a survey to identify areas of opportunity, the company is able to obtain valuable information that reflects the actual experiences of its users.

Survey results provide a balanced view of service strengths and weaknesses. Positive comments, such as speed of response and courtesy of service, confirm that certain processes are working well. However, negative views on long waiting times and confusion in the information provided reveal areas where improvements are needed to enhance the overall customer experience.

The concept map created from this feedback serves as a visual

B *I* U H1 H2 link list list clear — 197 words

Review suggestions ⑪

Correctness	Clarity	Engagement	Delivery

◆ Pro suggestions **8**

Change the wording
as it directly influences

Add a comma
and

Replace the phrase
conducting a survey

Change the wording
is able to

Change the wording
are working

Change the wording
serves as

" Check for plagiarism and AI text

Hide assistant >>

82 Overall score >

Goals >

Generative AI

Get Expert Writing Help

Plagiarism and AI text check

Screenshot 2

Untitled document

Coppel's Digital Call Center is a comprehensive service designed to meet the needs of our customers in an efficient and personalized way. We offer support in telephone and WhatsApp collections, allowing fast and secure management of payments and reminders. In addition, we provide sales, customer service, and general inquiries, ensuring clear answers and timely solutions. Our omnichannel platform facilitates communication, providing customers with the option of contacting us by different means, adjusting to their preferences and schedules, always with the quality of service that characterizes us.

B *I* U H1 H2 link list list clear — 86 words

Review suggestions ③

Correctness	Clarity	Engagement	Delivery

◆ Pro suggestions **1**

Remove the phrase
with

Pro · 2 free samples left today

🛡 Correctness · Rephrase ⓘ

Our omnichannel platform facilitates communication, providing customers with the option of contacting us by different means, **and** adjusting to their preferences and schedules, always with the quality of service that characterizes us.

Rephrase Dismiss ⋯

" Check for plagiarism and AI text

Hide assistant >>

97 Overall score >

Goals >

Generative AI

Get Expert Writing Help

Plagiarism and AI text check

Untitled document

The questionnaire is oriented to identify areas of opportunity in Coppel's Digital Call Center. Each question is accompanied by multiple choice answers to facilitate the analysis.

26 words

Review suggestions 2

Correctness | Clarity | Engagement | Delivery

Pro suggestions 1

Add a hyphen
multiple choice

Check for plagiarism and AI text

Hide assistant >>

Overall score >

Goals >

Generative AI

Get Expert Writing Help

Plagiarism and AI text check

Untitled document

This is the conceptual map based on the survey. The graph reflects both positive feedback, with 60% of respondents giving a favorable opinion, and negative feedback, with the remaining 40%.

30 words

Review suggestions 2

Correctness | Clarity | Engagement | Delivery

Pro suggestions 1

Pro · 2 free samples left today

Clarity · Remove the phrase

...graph reflects both positive feedback...

Accept Dismiss ...

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Hide assistant >>

94 Overall score >

Goals >

Generative AI

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Conclusion

Coppel's Digital Call Center is a key part of the customer experience, offering key services such as telephone collections, WhatsApp support, sales, and customer service. Assessing customer satisfaction through surveys is a valuable tool to identify both the strengths and areas of opportunity for the business. By conducting a survey, a clear picture of user perceptions was obtained.

Positive feedback pointed to the speed of service and friendliness of the staff, demonstrating that the platform is meeting expectations in terms of service. However, customers also mentioned long waiting times and confusion in information, suggesting the need to optimize certain processes to improve the experience.

This analysis is not only important for customers, who will have a smoother and more satisfying experience but also for the company, which will be able to improve its efficiency and generate greater loyalty. Efficient customer service strengthens the user's trust in the brand and fosters longer-lasting relationships. For the company, implementing improvements based on this feedback can translate into higher levels of customer retention, optimization of resources, and, in the long term, sustained business growth.

References

Fernández, Y. (2019, July 3). *Cómo crear un formulario con Google Forms*. Xataka.com; Xataka

        Basics. https://www.xataka.com/basics/como-crear-formulario-google-forms

Hammond, M. (2022, January 24). *Qué es omnicanalidad y 15 ejemplos excepcionales*. Hubspot.es.

        https://blog.hubspot.es/service/ejemplos-excepcionales-experiencia-omnicanal

Github link