



March 2009 Week 2

Strategic Development With EasyAsk

The call-and contact centre environment is constantly evolving and changing. Your call- or contact centre's performance can change drastically from one day to the next. You have to ensure that your centre is always on par with the rest of the industry.

New age business intelligence (BI) tool EasyAsk can ensure that your call- or contact centre always performs to the best of its ability through dynamic strategic development.

Strategic development refers to the constant monitoring and improvement of staff responsiveness, the decision-making ability of the different levels of authority, customer satisfaction and your centre's adherence to service level agreements (SLA), to name but a few.

A structured problem solving approach is a key ingredient in strategic development. You are required to define problems in your centre, analyse data to identify the causes of these problems, implement possible solutions and monitor and evaluate the results of your suggested solutions.

To identify the key issues that hamper the growth of your call- or contact centre, you will need to access all data quickly and easily. Careful analysis of all available data will enable you to determine where exactly your call- or contact centre can improve.

EasyAsk is the next generation in BI solutions. Not only does EasyAsk boast a natural English query system, it can also access and analyse data from various databases and provide comprehensive information in close to real time.

For example, you can monitor the amount of first call resolutions of agents, call centres or clusters by simply typing a question in natural English. EasyAsk then queries all databases and analyses the results to provide an accurate and comprehensive report.

Based on this report, you can instantly identify individuals or units that don't resolve queries on time and conduct an investigation into the cause of their poor performance. Once you have identified the cause of the problem, you can implement and monitor possible solutions.

Because EasyAsk provides up to the minute information instantly, the strategic management and development of your call centre can be done daily. Constant access to this kind of information means that you will never have to resort to crisis management.

EasyAsk allows you spend time and energy on problem solving and strategic development, instead of spending hours, or sometimes days, waiting for information.

For more information, contact Dewald Davidtsz, dewaldd@qbcon.com or on (012) 643 440

Increase Your Conversion Rate.... It's Easy with EasyAsk

“As an online merchandiser, you need to increase conversion rates to generate more sales while responding rapidly to market and customer demands...”

The video explain how you can increase your conversion rate with EasyAsk. Click on the video image to view it from the QBCon website.



Did You Know...

[EasyAsk can reduce the amount of time an operator spends on a call?](#)

[Read the article below for the full story.](#)

Easy Access to Info Reduces Phone Time for Call Centres

Call centres function according to a simple principle: the amount of time an operator spends on one call affects the amount of calls an operator can take in a day. The amount of calls taken by a single operator has a direct effect on the operator's productivity and the call centre's profit. [Read more...](#)



Information is the key to greater productivity and profit. With EasyAsk call centres spend less time on calls, which means that the centre can handle more calls in a day. QBCon has created a Business Intelligence (BI) blog environment to discuss and debate the efficiency to ad hoc data queries for profit seeking centres.

Visit the QBCon [BI blog](#).



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