



How to Set Up an IN-HOUSE CONTACT CENTER

Continually evolving technology has allowed for businesses to cut back on many of the previously necessary major hardware expenditures associated with setting up a contact center. Nowadays, businesses can lease space in the cloud rather than purchasing hardware. This makes the option of an in-house contact center more affordable. To successfully set up an in-house contact center, you need to consider important questions relating to strategy, channels, technology, staff, operations, management, measurement, and costs.

STRATEGY

Why are you setting up a contact center?



Understand the reasons of setting up a contact center



Include a mission statement, goals and targets



Dovetail into the company's overall strategy to avoid creating a barrier to implementation.

Which channels will you use to communicate with customers?

CHANNELS



Potential volumes of contacts can effect technology and staffing decisions



Your contact center will provide a consistent service of selected channels



Ranges of channels from telephone, voice, video, email, social media, text, fax to chat

Decisions that are made at this stage will have consequences for all of the rest of the stages of setting up the contact center, so it is important to get it right at this time. It could be considerably more challenging to add a new channel later on.

TECHNOLOGY

What kind of technology will you choose to ensure your contact center functions effectively?



Hardware

Your biggest decision is whether the organization will purchase hardware (keep the solution on-premise) or lease it from cloud "hosted" providers.

On-Premise Solution

Pros

Complete control of contact center

Cons

Expensive

Hosted Solution

Pros

Cheaper
Easy to scale

Cons

Third party has control over contact center

Software

You can purchase packages that offer different channels. Many packages are straightforward and simply require the users to have a computer and a telephone, along with Internet access, paid for on a monthly basis. The telephone operation of your in-house contact center will require Automatic Call Distribution (ACD), Intelligent Voice Recognition (IVR), and virtual hold technology. Research new options as they become available.



Make your staffing decisions in tandem with your technology decisions, as the two are closely linked

STAFF



Job descriptions for CSRs should consider ability an individual applicant has



Providing office space adds costs to the business



Consider how many CSRs you need

OPERATIONS

What kind of questions will your CSRs ask? How will each call go? How long will each call take?



Process support software can be used to lead CSRs to the right solution for the customer



Forecast number of contacts to know how long it will take a CSR to answer each contact



Define contact details and decide whether CSRs read from pre-prepared scripts

With what technology will your contact center be managed?

MANAGEMENT

It may be worth including customer satisfaction and employee engagement as two important measures, as these will most likely provide a better indication of the success of the in-house contact center.



COSTS

How will you accurately budget for your contact center? You will need to consider a variety of costs that will include:



The costs of a hosted call center solution or hardware



Software (may be charged per CSR)



Telephone company expenses



Labor

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