

## Communication: An Essential Element in Customer Service

Contact center software may be one of the wisest investments you can make if you want to improve your customer service. After all, communication is at the heart of forming lasting relationships with your clients and in understanding what your business can do to improve its service. Whether they have questions about your hours, your policies, their bills or the services and goods you provide, customers will always want to contact you to learn answers. But no one likes talking to a machine or waiting on the phone for an hour just to earn the right to talk to a human being. And although voice mail, email, fax machines and websites can help alleviate some of the volume coming through your call center, people will only use those alternate channels of communication under two conditions. The first condition is simply that those channels exist. And the second condition is that the alternate channels are as useful in getting things done as speaking to an intelligent person would be. For example, a lot of people have no problem paying their bills online because it is something they take care of themselves and it can be finished quickly. A written query requires a response though and there is no telling how long they could end up waiting for an answer so they are less likely to send in emails with questions. With good contact center software on hand, you can meet both client conditions though. In addition to creating several channels of communication for your customers, a good contact center software system should make life easier for your employees as well. To do this, the system must have the ability to consolidate all the information that it gathers. That way, all of the employees standing by to answer customer concerns will have the information they need to answer questions. And finally, good communication center software should also be easy to monitor. Managers will appreciate the presence of task dashboards because assignments can be ranked in order of importance and checked independently by employees. A manager will also be able to see which employees are getting a lot of work done through reporting and tracking systems. When you shop for the best communication software, try to find a company that is willing to step in and offer good customer care for you as well. After all, if the system goes down, you won't even be in a position to help your own customers so you need someone reliable to be at the end of your life line.

### About the Author

Syntellect (<http://syntellect.com/>) is a rising star in the world of contact center software. They have earned several awards for their products and they also provide ongoing support for their own customers. The author, Art Gib, is a freelance writer.

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