Landing Page and Case Management

Priyanka Makwana

Graduate Student of Computer Applications and Information Technology, K. S. School of Business Management and Research, Gujarat University, Sacramento, India

---***---

Abstract – *The purpose of this study is to improve First Time Resolution (FTR) efficiency metrics through a combination of a superior toolset and better processes for handling customer calls in Call Centers. The vision of Landing page and Case Management is to reduce the volume of calls into company's contact Centre by improving agent's ability to resolve customer issues (FTR) and to pre-empt future inbound calls, while at the same time enhancing customer's satisfaction.*

***Key Words*: Agent Desktop, Salesforce, Customer Care Accelerator, Computer Telephony Integration, Microsoft Dynamics CRM, FTR, MVVM, MVC.**

1. INTRODUCTION

Customer satisfaction is the goal of every service provider. Landing Page and Case Management helps in improving customer satisfaction thereby increasing the goodwill. Landing Page is a single application providing:

(a) dashboard of key customer information and

(b) rapid access to primary applications on agent desktop.

Case Management is set of revised processes for creating, viewing, or closing customer cases, as well as setting call-backs on specific cases; there will also be a set of reports and dashboards to enable management to monitor agent performance. It sets out to enhance Contact Centre capabilities by streamlining the agent desktop and introducing leading customer services practices enabled by Customer Relationship Management technology solution. Landing Page and Case Management provides an at-a-glance view of key customer details including billing, contact and work-orders and intelligent automation to reduce keystrokes required for day to day tasks.

1.1 Landing Page

The objective of Landing Page is:

- To simplify the initial stages of the contact between Customer Facing Agent and Customer

- To provide a seamless flow from the start of the call to carrying out an action within the Customer Management Systems

- To simplify the agent desktop (i.e. provide a seamless journey for the agent to navigate the existing applications)

- To provide a useful, intuitive customer search engine across the Company's customer base

- To lead to an improvement in First Time Resolution (FTR) measures by highlighting calls to action

1.2 Case Management

The objective of Case Management is:

- To simplify the case management handling process

- Allow Agents to log Cases more quickly, efficiently, consistently and accurately

- Ensure ownership of Cases throughout their lifecycle

- Provide the basis for accurate reporting

- To lead to an improvement in FTR measures

2. FEASIBILITY

An important outcome of the preliminary investigation is the determination that the system is feasible or not. There are three aspects in the feasibility study portion of the preliminary investigation.

2.1 Technical Feasibility

The following technical feasibility areas can be considered:

- The necessary development needs CRM, Database technology like SQL Server and various supporting tools like Visual Studio, design tools, reporting tools.

- Equipment with sufficient capacity to host the system and to hold the data should be available.

2.2 Financial Feasibility

For most systems Economic justification is generally considered "Bottom Line". For a system to be "Economically Feasible" a cost-benefit analysis – An assessment of the Economic justification for a system or the benefits obtained from the system against the cost incurred to actual develop the system has to be carried out.

2.3 Operational Feasibility

The following areas should be considered to declare the system as Operational feasible:

- There should be sufficient support for the system from the management and the users as well.

- The results produced by the system should be more effective and efficient in terms of speed and accuracy.

- The system should be easier to use and save the time of the developer and sharing up to date information of project.

3. IMPLEMENATION

Its implementation can be done by developing a Windows Application using either Java or C#. The Model-View-ViewModel (MVVM) coding architecture attempts to gain both the advantages of separation of functional development provided by Model-View-Controller (MVC) as well as leveraging the advantages of data bindings and the framework by binding data as far back (meaning as close to the pure application model) as possible while using the binder, view model, and any business layer's inherent data checking features to validate any incoming data. The result is that the model and framework drive as much of the operations as possible, eliminating or minimizing application logic which directly manipulates the view.

There are various options available for Database. Oracle Database which is efficiently and securely designed for cloud. Microsoft SQL Server's ease of use, availability and tight Windows operating system integration makes it an easy choice for firms that choose Microsoft products for their enterprises. There are many other options available in market, but SQL Server works well for Windows Applications.

Customer Relationship Management (CRM) can help reduce costs and increase profitability by organizing and automating business processes that nurture customer satisfaction and loyalty. CRM can be implemented using Salesforce, Microsoft Dynamics CRM or other as per requirement.

The Agent Desktop by Cisco, Jacada, Ameyo, Oracle, Microsoft Customer Care Accelerator (for Microsoft Dynamics CRM) and many other such providers offers great ready-to-use functionalities that can be utilized at a decent cost. General functionalities offered are Computer Telephony Integration (CTI), Integrated desktop, Eliminating duplicate entries, Activity Reporting and Task Management.

4. CONCLUSION

- Landing Page and Case Management is a system which is focusing on providing the correct technology to frontline agents so that they can support customers better.

- System aims to improve FTR and efficiency metrics through the combination of a superior toolset and enhanced processes for handling customer calls.

- Landing Page and Case Management provides an at-a-glance view of key customer details including billing, contact and work-orders and intelligent automation to reduce keystrokes required for day to day tasks.

- Landing Page and Case Management brings together other systems and pulls information intelligently from them, reducing the need to access them separately.

- No complexity involved with the solution as it is a simple page in CRM and very minimal training is required to use features of the system.

5. FUTURE

The system can be made more dynamic and up to the mark of reality by some extensions. Few can be:

- Implementing Chatbots. There are several benefits of implementing chatbots which will raise the system at a higher level:

  - Cost Effective

  - Faster communication

  - User-Friendly

  - Chatting from mediums like Mobile

  - Handling Capacity

  - Customer Satisfaction

- Landing Page and Case Management system's Mobile agents should be able to create notes & call codes.

- Landing Page and Case Management system's agents should provide feedbacks on the other agents and agent must see his own feedback.

REFERENCES

[1] Inferring switching conditions for switching between modalities in a speech application environment extended for interactive text exchanges, US 8,000,969

[2] https://www.cisco.com/c/en/us/products/customer-collaboration/agent-desktop/index.html

[3] https://www.jacada.com/solutions/agent-desktop

[4] https://www.ameyo.com/features/agent-desktop-tools

[5] https://docs.oracle.com/cd/E41340_01/crm92pbr0/eng/crm/cmca/concept_UnderstandingUnifiedAgentDesktop-095763.html

[6] https://en.wikipedia.org/wiki/SQL_Server_Management_Studio

[7] https://www.oracle.com/database/index.html

[8] https://blogs.msdn.microsoft.com/ukcrm/2010/06/14/introduction-to-the-customer-care-accelerator-cca/

[9] https://en.wikipedia.org/wiki/Chatbot