



**Daffodil**  
*International*  
**University**

**Internship report**

**On**

**Call center development & Negative effect of  
Ispahani Islamia Eye Instituted & Hospital**

**Supervised By**

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**Date of Submission:**

## Letter of Transmittal

Date:

**Mr. Syed Mizanur Rahman**

Associate Professor

Faculty of Business And Entrepreneurship

Daffodil International University

**Subject:** Submission of internship report on Call center development & Negative effect of Ispahani islamia eye instituted & hospital.

Dear Sir,

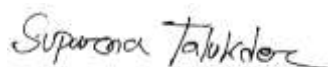
With indication to the above subject, I am satisfied to present the report which is a part of completion of the MBA. I supposed that within my partial knowledge this report provide complete in order about Call center development & Negative effect.

all through the work out I have try my best, in particular in bountiful a more organized profile and to trail the supervision that you comprise provide which give me a position the whole experience of this program and to get an insight into the real-life position.

as a result, I truthfully hope that you will find enjoyment in understanding near analyze the report about Call center development & Negative effect and if you have any query concerning the report, I shall be joyful to answer your queries.

Thanking you

Very correctly yours



Suparna Talukder

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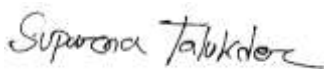
## Acknowledgement

This acknowledgement will continue unfinished if I don't express thanks to our Honorable CEO Sir Mr Midul Sarkar . exclusive of his maintain, it would have been very complicated for me to inclusive this report. I also like to credit my other equals, and my natives , who are my pillar of might and all concern for selection me in implementation this report and MBA. I am grateful for their facilitate and suggestion.

I would similar to state my enormous gratitude that have incur over last two months while prepare this report to the number of people who have provide me strategy, support, support and collaboration for creation it ensue.

primary and leading, I would like to pay my gratitude to the deafening GOD for generous me the capability to work durable.

I hope to expand my honest gratitude to Mr. Syed Mizanur Rahman Sir for generous me an opening to receive up this study and her precious comments and suggestion and administration through the course of my study.



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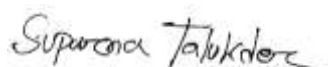
Daffodil International University

## Declaration

I am Suparna Talukder a student of MBA program, Daffodil International University, hereby declare that the placement report entitled “Call center development & Negative effect ” is prepared after the completion of my internship Ispahani islamia eye instituted under the intensive supervision and guidance of Mrs sadia Nawsin Meneger,Mr.Syed Mizanur Rahman, Associate Professor , Faculty of Business And Entrepreneurship, Daffodil International University

I also announce that the internship report is ready for academic idea only. This report not submit by others.

Sincerely Yours



Suparna Talukder

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## Certificate of Approval

This is to certify that, Suparna Talukder, ID: 182-14-2723, student of Department of Business Administration, Faculty of Business and Administration, Daffodil International University, has prepared this internship report entitled “call center development & Negative effect\_of Ispahani islamia eye instituted & hospital\_below my direction and supervision. I perform hereby commend the formation and contents of this placement report. To the best of my knowledge the report has been prepared by him. I have supervised him throughout the preparation of the paper.

I wish him all success.



-----  
**Mr.Syed Mizanur Rahman**

Associate Professor

Faculty of Business And Entrepreneurship

Daffodil International University

## **Executive Summary**

The placement statement “Call center development & Negative effect\_of Ispahani islamia eye instituted & hospital ” is originate as a incomplete condition of MBA Program, Daffodil International University. This report focus effective experience by the side of the Ispahani Islamia eye instituted & hospital. This statement will offer a obvious plan about the behavior and equipped strategy of Ispahani Islamia eye instituted & hospital. The first part is listening carefully on the Introduction, background, scope, limitations, methodology, data compilation & giving out method for the study. The second part is alert on the indication of the Ispahani Islamia eye instituted & hospital. It contain short side view of the union, The Organization’s History and activities. The Third part be paying attention on my job part in the Ispahani Islamia eye instituted & hospital The fourth part is all ears on the theoretical part of call center development & Negative effect. It contains the basic design about Strategies for Call Center Improvement, Call Center Innovation Ideas to Boost Performance etc. The Four process of Ispahani islamIa eye instituted & hospital is Call Center Customer Service Duties. The Five part contains advice and termination of this report.

Result of Study Organization doesn’t encourage employees to share the knowledge How to improve call Maintain Resource limitation, as a result different types of improvement skill Do not possible by the organization. Recommendations Organization should encourage employees to shear the knowledge what they learn at the time In call.

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# Chapter 1

## Introduction

### 1.1 Background of the Study

Ispahani Islamia Eye Institute & Hospital (IIEI&H) is a legendary Institute in Bangladesh. The great philanthropist M A Ispahani founded this in 1960. A 'Not for Profit' Hospital was born with a mandate not only to provide quality eye-care for all segments of society but also to train doctors, surgeons and paramedics to serve the country.

Today, it has a team of over 900 people with 120 full time doctors to serve in excess of 900,000 patients annually through our own hospital network.

This journey of six decades has been challenging. The hospital had gone through several hurdles, ups & downs, successes & failures, joys & sorrows. IIEI&H is by far the largest service provider of eye care in Bangladesh.

The team at IIEI&H is committed to the NABH International Gold Quality Accreditation for healthcare and patient safety. This process will be completed in the latter part of 2018. In addition, it is moving towards making the hospital paperless, which will not only contribute towards a greener initiative but will also optimize the service timeline for each patient. Currently, the IIEI&H team is working hard to create a 40,000 square feet 'State of Art' operation theater complex in line with global standards.

On January 23, 2017 we suddenly lost our beloved Chairman Mirza Ali Behrouze Ispahani. He was a source of inspiration and the backbone of our hospital. In his memory, we have incorporated the first fundamental research facility in Ophthalmology in the country.

IIEI&H has developed a robust community service approach striving to provide services to as many people as possible taking eye care to the doorstep of the unreachable. We have a long way to go. Your suggestions, encouragement, participation and contribution will help to build a healthier society.

## 1.2 Scope of the Study

The study covered the following aspects:

This report has been prepared through extensive discussion with call center development & Negative effect . While preparing this report with the help of How to improve communication skill,I had a great opportunity to have an in depth knowledge of all the activities of a Call center.

## 1.3 Objectives of the Study

The study has been conducted with the following objectives:

1. To explore different types of call center provided by display their organization focus.
2. To evaluate the call center help by Advertise their product.
3. To find out the problems involved in High Blood pressure ,Paranoia, panic Attacks.

To provide some recommendations to overcome the problems associated with the call center development & Negative effect.

## 1.4 Methodology of the Study

The study is very important for following aspects:

1. Personal interviews with CEO and other employees of the ispahani islamia eye instituted & hospital..
2. Articles and researches available in the internet and other sources.
3. Information will be collected from the organization's previously prepared reports.

Researches conducted by various other sources will also be used to gather necessary information.

study; I have faced the following problems that may be terms as the limitation of the study.

### 1.5 Limitations of the Study

This study is an attempt to address of followings limitations:

1. Time will be a major constraint in accumulating all shorts of information in an organized way.
2. The people to be interviewed may not be cooperative.
3. Lack of information on the website regarding the selected company and the topic for the report.
4. Confidential data will be difficult to collect because of their secrecy that is not revealed.
5. The findings of the survey will be based on the employee of the selected company and the results may not properly reflect the same for other Bangladeshi companies insided Dhaka.

## Chapter 2

### Company Profile

#### 2.1 Profile of Ispanani islamia eye instituted& hospital

Registered Name	: Ispanani islamia eye instituted& hospital
Known As	: Eye hospital
Category	: Hospital
Type	: Private
Office	: Sher e Bangla Nagor ,Dhaka-1215
Phone	: 09610998333
website	: <a href="http://www.islamia.org.bd">www.islamia.org.bd</a>
CEO	: Midul sorkar
Number of Employees	: 600

## 2.2 Historical Background of the organization

Islamia, as it has been known for over 50 years, is the largest multi-specialty eye hospital in Bangladesh. The emphasis is on quality eye care for all socio-economic sections of society. The treatment for every patient is of the same quality, though the facilities vary according to the choice the patient makes. There are general facilities at very low cost, as well as private facilities, which are more comfortable and upscale.

### History

Ispahani Islamia Eye Institute and Hospital began as a charitable dispensary founded by the late Mr. M. A. Ispahani, an industrialist and philanthropist. It then developed into an eye hospital in 1960, the first of its kind in Bangladesh, and has always been a non-profit organization.

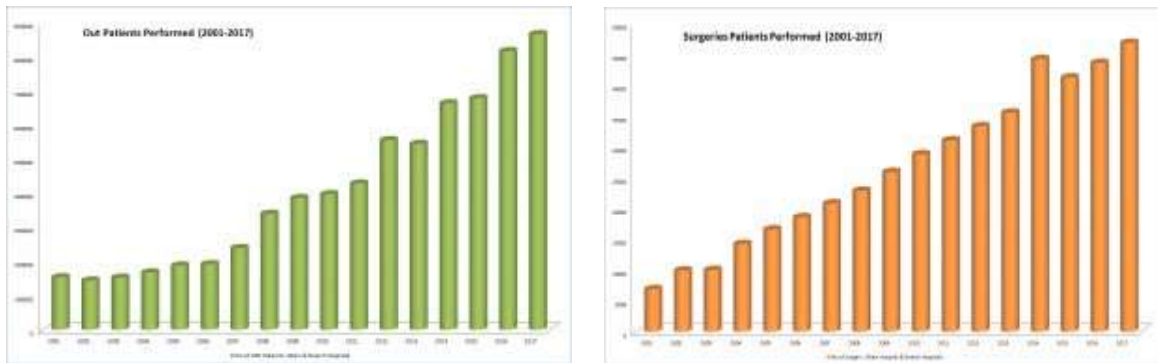
Apart from its basic ophthalmic services, it also pioneered various tertiary ophthalmic super-specialties. At the same time, Islamia Eye Hospital, as it was then known, started providing training to increase the human resource capacity for ophthalmic services in Bangladesh.

From this concept, the M. A. Ispahani Institute of Ophthalmology was established as a sister organization in 1992 to teach advanced ophthalmology to ophthalmic surgeons, as well as to paramedics and nurses. Over the years, Islamia has established itself as a leading ophthalmic organization in Bangladesh for providing specialized services and training courses.

A recent development of Islamia has been the establishment of three branch hospitals in remote districts of Bangladesh (Jamalpur, Barisal, and Naogaon) under a project entitled “Creating Access to Eye Care Services for Rural People”. This project was initiated and has been supported by ORBIS International.

## Growth

Over the last thirteen years, Ispahani Islamia Eye Institute and Hospital has experienced a tremendous growth. This is due to the dedicated doctors, managers and leaders that have graced this renowned hospital. We are continuing to expand and to modernize, so as to provide the finest of services to all our patients.



### 2.3 Importance of Ispahani Islamia eye instituted & hospital

Low vision and blindness have dire effects on individuals, families, and communities. These effects range from a decrease in quality of life and increased mortality to large-scale economic consequences. Culturally, there is often a stigma associated with blindness, further alienating the afflicted from their communities.

(1) Social disadvantages are also enormous: 50% of the blind in impoverished countries report a loss of social standing and decision-making authority, and 80% of blind women note a loss of authority within their families.

(2) Fortunately, there is hope that we can reverse these devastating impacts, as long as the medical community continues to increase access to surgery and care.

### The Impacts of Successful Treatment

The vast majority of visually impaired people throughout the developing world are suffering from preventable visual impairments. Eye infections that lead to blindness can usually be treated with antibiotic eye drops and ointments. Because such eye infections require immediate attention, eye care must always be accessible. For those already suffering from blindness, simple and lasting cures are often available. For many patients with cataracts

and other visual impairments, corrective surgeries are among the most cost-effective and highly successful medical interventions.

#### 2.4 SWOT analysis of Ispahani islamia eye Instituted & hospital

By SWOT analysis we can know the present situation of eye hospital and also can predict of future of it.

SWOT analysis is given below:

##### Strength:

1. Market is spreading day by day; new patient are coming through Eye hospital.
2. Eye hospital service executing with good reputation.
3. Requiring skilled and technical persons to do execution smoothly.
4. A huge amount of patient is executing by them.
5. Worldwide recognized patient are in their hand.
6. New patient mostly want coming through by direct contact.
7. service policy of make them stronger.
10. With huge skilled manpower and management is enough to follow up for giving good service

##### Weakness:

###### Blended Call Center Agents

- 2 lack of. Multi-Channel Contact Center Agents
3. lack of Daily Call Center Agent Feedback & Education
4. Need Behavioral Testing and Skill Assessments
5. lack of Multi-Channel Software Integration

##### Opportunities:

1. More patient want to come in our country.
2. Most of patient are not familiar to this condition; they need good service
3. Reputation of eye center.
5. New system policies are applying by service.

## Chapter 3

### Theoretical Aspects

#### 3.1 Definition of call center

A call center is a centralized department to which phone calls from current and potential customers are directed. Call centers can handle [inbound](#) and [outbound calls](#), and be located either within a company or outsourced to another company that specializes in handling calls.

#### 3.2 How call centers work

Call centers are used by online merchants, telemarketing companies, computer product [help desks](#), mail-order organizations, polling services, charities and any large organization that uses the telephone to sell and provide products or services or enhance the customer experience.

Typically, an [inbound call center](#) handles a considerable volume of calls at the same time, screens and forwards calls to someone qualified to handle them and logs calls. An interactive voice response ([IVR](#)) system will answer calls and utilize speech recognition technology to either address customer queries with an automated message or route calls to the appropriate [call center agents](#) or recipients via an [automated call distributor](#).

Agents in an inbound call center may handle calls from current or potential customers regarding accounts management, scheduling, technical support, complaints, queries about products or services, or intent to purchase from the company. In an [outbound call center](#), an agent makes calls on behalf of the company or client for tasks, including [lead generation](#), telemarketing, customer retention, fundraising, surveying, collecting debts or scheduling appointments. To maximize efficiencies, calls are usually made with an automated dialer and then transferred to an available agent via an IVR system once a connection with a person has been made. Outbound call centers must ensure compliance with the National [Do Not Call](#) Registry, a list to which citizens can add their phone numbers to avoid receiving unwanted solicitation calls. A [blended](#) call center handles both inbound and outbound calls.

#### 3.3 Importance of call centers

Customers have high expectations for the customer service provided by brands. They not only want their issues addressed, they want them handled quickly and efficiently. When a time-sensitive matter arises, customers often turn first to the telephone. According to a



report from Forrester Research in 2013, the phone is the most frequently used communication channel for service, with 73% of customers using the phone for customer service. This is a higher percentage than online channels, such as email and chat.

It's critical that when customers call for service or support, a representative is available. Brands that utilize call centers can effectively provide assistance to customers in need. Call centers can make a brand available [24x7](#), or during a time window that matches customers' expectations.

In addition to servicing customers' needs, phone calls handled by call centers are valuable touchpoints with customers. With some products or services, phone calls are the only interaction that brands have with their customers.

### 3.4 Strategies for Call Center Improvement

Possibly the best way to start with call center improvement is by knowing your audience, and how your business helps satisfy their most important needs. If you don't know your audience well enough, your agents won't know the best way to solve your customer's problem.

#### 1. Find Out What Customers Really Want

Apart from your excellent product or service, your customers want timely, personalized and simpler customer service with immediate solutions to their problem. It includes everything that makes it easier for them to solve their current problem. Customers also ideally want the ability to solve their own problems with options.

According to CRM Magazine, 45% of companies offering web or mobile self-service reported an increase in site traffic and reduced phone inquiries.

#### 2. Create Buyer Personas of Your Ideal Customer

You might have the most powerful story to tell, but it won't really help if you don't know your customer. Knowing your target audience will help build character personas of your buyers and engages, and help you understand why customers will choose you rather than your competitors.

What are the major type of customers you serve and Gather insights about your audience and step into their shoes when you enter the customer journey. Use customer feedback to really gain an in-depth understanding of what customers want and what they don't need. Look from the eyes of your customers and how they perceive your brand experience. Understand how they actually use your product, and design experiences based on that information.

3. Improve Call Center Service Quality here's how you can start improving call center quality in your call center:

– Perform a Call Center Root Cause Analysis

To identify the real cause behind a problem, it sometimes helps to perform a root-cause analysis. Most call center problems fall into 3 categories: Product, Service, or Policy. Identifying each of the above for a specific problem will help get to the root cause.

– Resolve the Query

What should you do if something goes wrong? Once you find a problem,

- Find the specific root cause of the problem, and find it early
- Prevent the problem from happening again
- Implement proactive measure

Once you find a problem in your call center, never assume it is a one-off incident. The same type of issue could be happening with every related service ticket, and you just found out about one such instance. For example – consider an unhappy customer with an open service ticket .

Instead of resolving the specific customer's query reactively, try to find out the root cause of the issue. In this case, the call center manager found that their contact center does not cater to the customer's particular geography in the evenings – and implemented reactive measures immediately.

4. Gain Intelligent Insights with Artificial Intelligence

Some call centers hire call center quality assurance experts for improving call center Quality. Although this is a good business strategy.

## 5. Set Call Center Standards for Service Operations

Without a clear and definite set of call center standards, your agents will deal with customers how they see fit. Call Center Standards are a set of guidelines for your agents to follow when interacting with customers in a call center.

Creating effective call center standards is not a piece of cake, and if you have too many – it might hinder performance and make the conversation seem robotic or monotonous. For example, if a company follows 15 strict interaction standards for something as simple as checking account balance – it is not too productive and would frustrate your employees.

Here are some good call center standards to include:

- Make customers feel welcome
- Resolve customer queries effectively
- Look for additional up-selling opportunities

Think about improving interaction quality, information availability, behavior, and appearance.

### 4. Improve call center efficiency and Productivity

Rather than incorporate virtual assistants, you could improve the efficiency of your existing system and processes to improve productivity. Here are some of the ways you can improve call center productivity:

– Use Better

Using better call center software, such as Ameyo's FusionCX Customer Experience Platform, can do wonders for your business.

– Increase Employee Engagement

Sometimes your call center agents won't feel valued enough to facilitate high-quality customer interactions and end up spending their time on useless activities or taking longer breaks. Investing in your agents will prove to be one of the best decisions you'll ever take. Our rule is simple – if your agents are happy, they'll make your customers happy.

#### – Provide Better Call Center Training

One of the best ways to improve call center efficiency is identifying instances where a specific set of agents need more call center training to better manage customers and build lasting relationships. Sometimes, you'll find that agents are not able to solve a particular problem or take too much time to solve it.

#### – Don't Hold Back on Incentives and Rewards

If you're facing a large number of dissatisfied customers, it would be a good idea to try giving out incentives and rewards to customers for making them dissatisfied. Usually, customers appreciate agents giving a free coupon or discount voucher for future purchases. Do everything in your power to empower agents to make the customer come back for more.

#### – Automation Powered by Artificial Intelligence

In the past, you couldn't really talk to your computer. But things have changed – and for the better. As the age of automation dawns upon humanity with the widespread

#### Call Center Feedback Improvement

You might find out, at some point in your call center management career, that some customers are unwilling to share feedback with you. If this happens – find out why this is happening, and fix it immediately!

#### – Reasons Why Customers Stop Sharing Feedback

Your customers might not complain because:

- Difficult to Reach Customer Service Department
- Incomplete Query Resolution
- Negative Brand Image
- Past Negative Experience
- Strong Relationship with Customer Service Representative

Gathering feedback is crucial for improving your call center. You can get more customers to complain if you improve these lags. Give a strong signal to your customers telling them you want to find out what really bothers them.

#### Empower Your Agents with a Powerful Call Center Platform

Without the right call center technology, agents will not be able to effectively do their job of building better relationships with customers. If you consider a dedicated contact center platform to manage your call center, it will provide the right tools for agent empowerment – such as ACD, Unified Desktop, CRM, 360 Degree Customer View, and Real-time Analytics – and achieving process excellenc

In our quest to provide the best, most-flexible call center solution suited to any business, we created a platform that simply makes your life easier. Not only is it ideal for agents to build better customer relationships, but it is also powered with artificial intelligence to deliver the kind of experience .

3.5 Top practice for Call Center Agents to make Strong Customer relationship it is essential that call center agents are skilled and efficient in rapport building. Here are 5 methods they can use:

### **1) Dodge conversation difference:**

Apart from the language barrier, you must master in routing the calls to the appropriate person in the call center. You should be thorough with; what situation which agent or technician would be connected to. If your caller has an issue which you cannot resolve, then straight away divert the call to the appropriate expert. Shuffling the call too much will not be acceptable by clients.

### **2) Build a Personalized Connection:**

Be humble; treat your clients how you want to be treated. Greet them in a soft tone and apologize for their inconveniences. While talking, let your caller know that you are listening by responding with gentle and soft ‘ums’ and ‘ahs’ as they speak. Don’t interrupt in between; let them finish what they have to say. Building personalized relation requires understanding your client’s needs or at times creating an unfilled requirement. Understand their pain points (if they have any), empathize with them and let them know that you will work on their issue and find a quick soluti

### **3) Design a quick solution:**

An ultimate way to build an effective rapport with your client is to quickly deliver them with a solution. [First call resolution](#) is highly appreciated by the clients. You should be keen to solve the client’s issue proactively. You must get into the root cause of the problem to ensure that customers do not call for the same issue again. This should be one compulsory step for the agents in building rapport with their clients.

#### **4) Display a sense of emergency:**

Every reply you make to a customer, convey a sense that the issue will be taken care of immediately, or even if it takes a bit longer than assure them that it will be done as soon as possible. Providing that extra comfort to your comfort will help you build in long term relationship with your client. When these practices are put in place customer service level soars, and your performance would be noticed and appreciable

#### **5) Use mirroring method:**

Mirroring is based on the psychological principle, where you act similar to the client. If your customer is talking formally then you should also talk in the same way. If they are cracking jokes, tell some jokes relevant to the situation right back. This way the client trusts you faster than the usual times.

It might not be an easy task for you because it is like playing different personalities with different customers.

### 3.6 Tips For Increasing Call Center Agent Productivity

1. Give your agents autonomy. Working in a call center can sometimes become monotonous. ...
2. Allow agents to take frequent, short breaks. ...
3. Measure agent performance and reflect together. ...
4. Be sure to recognize a job well done. ...

Develop multichannel agents

### 3.7 THE SIDE EFFECTS FROM WORKING IN A CALL CENTER

**As someone who has worked in a call center, I have noticed long lasting side effects no one ever speaks of. Let me start off by saying, that I currently work for a great company. That being said, you will notice changes in your behaviors due to the type of work you do.**

#### EMPATHY FOR EVERYTHING AND EVERYONE – CALL CENTER

This will happen over time, you won't even realize you're doing it. You will be so conditioned to apologizing for everything, that you will do this with friends and family alike.

### THE INABILITY TO SPEAK ON THE PHONE AFTER FINISHING YOUR SHIFT –

What this means is, don't call me on the phone ever. I will text or email, but the thought of bringing a phone up to my ear is just too painful. If you do happen to reach me by phone, know that I will control the call and have you off the phone in three hundred and forty seconds flat.

### WEIGHT GAIN – CALL CENTER

You will be tethered to a five foot phone line eight hours a day. Sitting with no means of walking around. Bring snacks to your desk from the vending machine and proceed to snack all day long. Your co-workers will enable you, by bringing in food and homemade cakes.

### NAUSEA – CALL CENTER

Now this may be true for other large offices that many people work at, but I have noticed this specific to call centers. Don't bring in any food that requires refrigeration. Opening the shared refrigerator at work can cause extreme nausea. There is a whole ecosystem of old rotting food that can be smelled as soon as the door is opened.

### HIGH BLOOD PRESSURE- CALL CENTER

You will speak to at least one customer a day, that will having you re-think your career decision and overall kindness in the world. They will curse you, yell and scream. You on the other hand will remain calm as you are trained. Inside your blood will be boiling and there's a good likelihood you will hang up the phone and throw something. You may even find yourself in the bathroom in tears.

### PARANOIA – Call Center

All calls are recorded and monitored for quality assurance purposes. Need I say more?

### PANIC ATTACKS – CALL CENTER

This will happen when you finally receive an offline position such as, floor support, training or in my case quality assurance. There will be that moment when the phone lines are blowing up and some manager comes up to you and says: "need you back on the phones." This is the point where you would rather stab yourself in the eye, then take a phone call.

## Chapter 4

### Analysis

#### 4.1 Activities Ispahani islamia EYE instituted & hospital OF call center

Cell phone activities are a great way to encourage team building in call centers. This chapter outlines a few cell phone activities call center managers can use to introduce new employees to the call center team and break the ice in the office.

#### 4.2 Working in a Call Center in ispahani islamia eye instituted

Call centers act as a fundamental component of customer service teams and often are the primary means of communication between a business and its customers.

To work in a call center, you'll need to be motivated by [customer success](#). Call center agents are tenacious problem-solvers who are committed to enhancing customers' experience with a company or brand.

A call center agent's workday is typically fast-paced and requires them to manage a handful of different responsibilities. Often times, agents need to be flexible with their workflow and capable of handling unexpected roadblocks. While this causes their workday to look different each day, agents will still perform the same core call center duties regardless of the task they're completing.

#### 4.3 Call Center Customer Service Duties

Let's review a few of those tasks and responsibilities below.

##### *1. Help customers across different customer service mediums.*

If you're working in an in-house call center, chances are you'll handle more than just phones. You may be asked to interact with customers via email, live chat, social media, or even in-person. Being able to adapt to the channel you're working on is crucial to providing an [omni-channel experience](#).

##### *2. Communicate thoughtful, personalized solutions.*

No matter how experienced you are, never assume that you know more about the [customer's needs](#) than they do. Assumptions like these can lead to miscommunication and negative experiences. Instead, the best call center reps are patient and come up with well-thought-out, detailed solutions.



### *3. Create a delightful customer experience.*

To stand out from competitors, you need to do more than just provide the right answer. Delightful experiences retain customers, providing more value to your business. If you're seeking a job in customer service, be sure to highlight your ability to turn a common customer into a loyal advocate.

### *4. Tailor the experience to the customer.*

Like snowflakes, no two customers are alike. Every customer has their own unique needs and goals that are specific to their situation. Recognizing these differences and adapting your communication to align with each customer is a great way to build rapport.

### *5. Document and respond to tickets efficiently.*

When customers have questions, they want answers quickly. That means you need to be organized and capable of thinking on your feet. It also means that you need to be proficient with call center technology. While you'll likely receive training, it may help to familiarize yourself with tools like [help desks](#), [knowledge bases](#), and [ticketing systems](#).

### *6. Report recurring customer roadblocks and significant problems.*

Other than solving for the customer, you're also solving for the business. If you notice a pattern of related customer inquiries, you'll need to report those issues to product management. This will help your company identify product flaws and correct them before they create churn.

### *7. Solve for the customer, not your convenience.*

This may be your most important duty as a call center rep. It may be tempting to provide a customer with an easy, short-term solution; however, it's important to solve for the customer's long-term needs and not for your own convenience. Customers will recognize the difference and will remain loyal to your business if you truly go [above and beyond](#) for them.

If you're considering a position in a call center, it helps to understand these fundamental duties and why they're important to a business. No matter which industry the call center belongs to, all of the duties listed above are essential to a customer service team's short and long-term success. By consistently completing these core responsibilities, customer

service departments can deliver a positive [customer experience](#) on nearly every interaction.

#### 4.4 How a call center works

A call center works as a vocal communication channel that customers use to report requests or complaints to a business. Customer support and service representatives who work in the call center field phone calls made from customers who need help addressing a specific issue. Reps will then work to solve the customer's problem either during the first interaction or in a follow-up email or call.

While this is a simple explanation of how call centers work, if you're considering a career in customer service, you'll want a more detailed description of the calling process. To help, we broke down the anatomy of a support or service call into three steps.

##### 1. Customer Makes Call

The calling process begins when a customer either calls or requests a call from a customer service team. Calls can either be made directly to the call center or through a connected product or app. Some call centers even offer outbound calls where the customer signals to the business that they need help, and the call center schedules a time for the agent to call the customer.

Once the call is connected to the phone line it may be filtered and transferred by a proactive support service.

##### 2. Rep Works on Customer Issue

After the call is transferred to the appropriate representative, the customer service agent will work on resolving the customer's issue. Successful reps possess a blend of experience, product knowledge, and communication skills which helps them fulfill [customer needs](#). Good agents not only know the right questions to ask but also when to ask them, and how to phrase them.

##### 3. Follow Up

While the agent aims to resolve the problem during the first call, that goal isn't always attainable. Sometimes customer service agents have no choice but to end the call and follow up once they have more information. You may think this risks the potential churn

that we discussed earlier, but this step is done for the benefit of both the customer and the representative.

The customer is already sidetracked by an issue with your product or service and being on the phone with your team is just another disruption to their workflow. Getting them off the phone allows them to work on other things while the rep investigates the issue.

1. Knowledge Retention
2. Flexibility
3. Attention to Detail
4. Creativity
5. Organization

Whether you call it a call center or a contact center, an agent is on the front lines of the business, helping define the customer experience. To master this field, call center agents need to possess a handful of different service and [support skills](#). Here are five of those skills that are critical to the success of a call center agent.

#### a. Knowledge Retention

Customers don't want to repeat their problems. They're looking for timely solutions and having to re-describe their issue wastes time and doesn't make progress towards a resolution. Good customer service reps are able to interpret customer problems and understand them the first time they hear it.

#### b. Flexibility

One of the most interesting characteristics of customer service roles is that their day-to-day responsibilities are often unpredictable. Customers roadblocks don't come with any warning and sometimes reps need to be flexible and adapt to unexpected situations. When something important suddenly breaks, the call center agent is one of the first people to provide a response. They need to be constantly ready to spring into action, especially on a moment's notice.

#### c. Attention to Detail

In customer service, providing a customer with *nearly* the right answer just doesn't cut it. Customers have specific needs and won't overlook small details if they aren't fulfilled.

d. Creativity

Sometimes the solution to a customer's problem isn't clear or achievable. While that may not be the agent's fault, it's still up to them to come up with another solution.

e. Organization

As mentioned earlier, call center agents can take up to 50 calls a day, and not every one is resolved during the first call. Some calls will require a follow-up that may last days or weeks after the first interaction.

## **Chapter 5**

### **Findings, Recommendations and Conclusion**

#### **5.1 Findings of the Study**

1. Organization doesn't encourage employees to share the knowledge How to improve call Maintain
2. Resource limitation, as a result different types of improvement skill Do not possible by the organization.
3. Lack of skilled employees as a result does not understand Complex call
4. The employees have no scope to use their knowledge quickly.
5. Ispahani islamia eye instituted& hospital no proper training need assessment to their employees for call improvement.

#### **5.2 Recommendations**

The following suggestions are made on the organization of the findings of the study:

1. Organization should encourage employees to shear the knowledge what they learn at the time In call.
2. Organization need to add more resources for their training center as a result they can arrange different types of training program.
3. HR division need to hire skilled employees for the vacant position as a result employees can understand the maintain a complex call.
4. improve our appointment software.
5. Try to maintain our complex situation.

### 5.3 Conclusion

The research is conducted in two phases. In the first phase of the research are identified from the exhaustive list drawn from literature. Through brainstorming with the executives of call centres, applicable call centres are shortlisted. The analytic hierarchy process model is used to prioritize key performance indicators. Based on the priority weights, are ranked. The customer satisfaction found to be the most preferred followed by benefit cost factor, first call resolution, calls per day by agent, attrition rate, abandon rate, agent utilisation and average handling time. In the second phase of the research the empirical investigation on the influencing factors employee related and service quality attributes are done. The majority of the employees of call centres are male and the majority of them belong to the age group of 20- 25 years. The majority of the employees of call centres are B.Sc. graduates and majority of them belong to monthly income group of Rs. 7000-8000. The majority of the employees are unmarried and majority of them have the working experience of less than one year. The employees perceive that the customer satisfaction is the most important performance indicator followed by benefit cost factor, first call resolution, calls per day by agent, attrition rate, abandon rate, agent utilisation and average handling time as perceived by the employees of call centres. The relationship between the key performance indicators is studied. The correlation coefficient between benefit cost factor is positively and significantly associated with customer satisfaction, first call resolution and attrition rate at 1% level of significance while, the benefit cost factors is positively and significantly correlated with calls per day by agent at 5% level of significant. The customer satisfaction is positively and significantly correlated with first call resolution and attrition rate at one 1% level of significance. The first call resolution is significantly and positively associated with average handling time, calls per day by agent and attrition rate at 1% cent level of significance.

**Website**

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