

Nové směry v kontaktních centrech

Nehlasové kanály v kontaktním centru

13.11.2001

Pavel Rychetský

Technical Counsellor & Product Manager

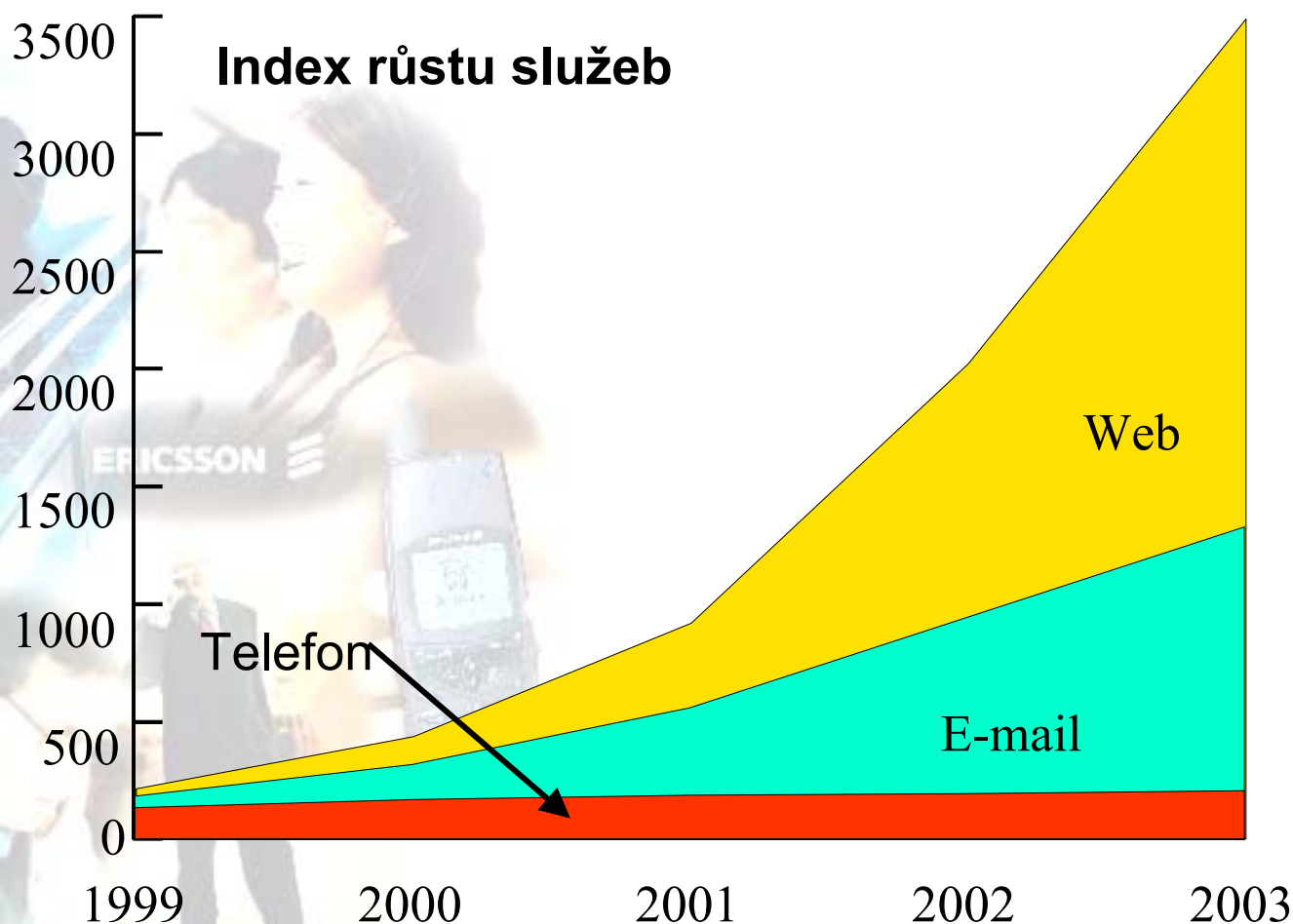
Ericsson Business Systems, spol. s r.o.

pavel.rychetsky@ericsson-bs.cz



Nové trendy v kontaktních centrech

- **Hlas přestává být jediným kanálem**
 - **zákazníci požadují alternativní formy komunikace**
 - **rozložení zátěže v kontaktním centru**
 - **lepší využití zdrojů – zvláště lidských**



Pozn.: Index vychází z roku 1997, kdy objem příchozích a odchozích kontaktů tvoří 100%
Zdroj: Forrester Research, Inc. Leden 1999

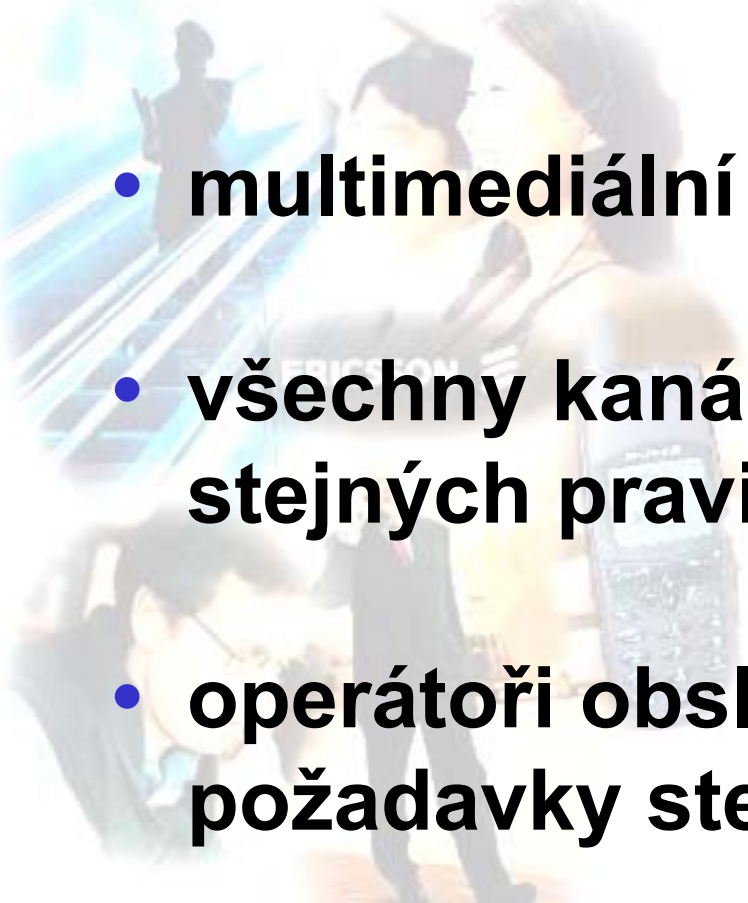
Nové trendy v kontaktních centrech

- **Noví hráči na trhu**
 - **pronikání firem z IT světa**
 - **nový pohled na věc**
 - **konfrontace dvou světů**

Nové trendy v kontaktních centrech

- 
- **Integrace CC do podnikových systémů**
 - kontaktní centrum je integrální součástí firmy
 - CRM

Solidus eCare 2.1

- 
- **multimediální kontaktní centrum**
 - **všechny kanály směřovány podle stejných pravidel**
 - **operátoři obsluhují všechny požadavky stejným způsobem**

Zaměřeno na multimédia



E-mail



Marketing - Message

Message | Reply

Sender: John

Subject: Request for product information

Sent: 9/24/00 10:54 PM

Reply:

No problem. The information is attached.

Marketing Support

> ----- Original Message -----
> From: John
> Sent: 9/24/00 10:54 PM
> Subject: Request for product information

Attachments:

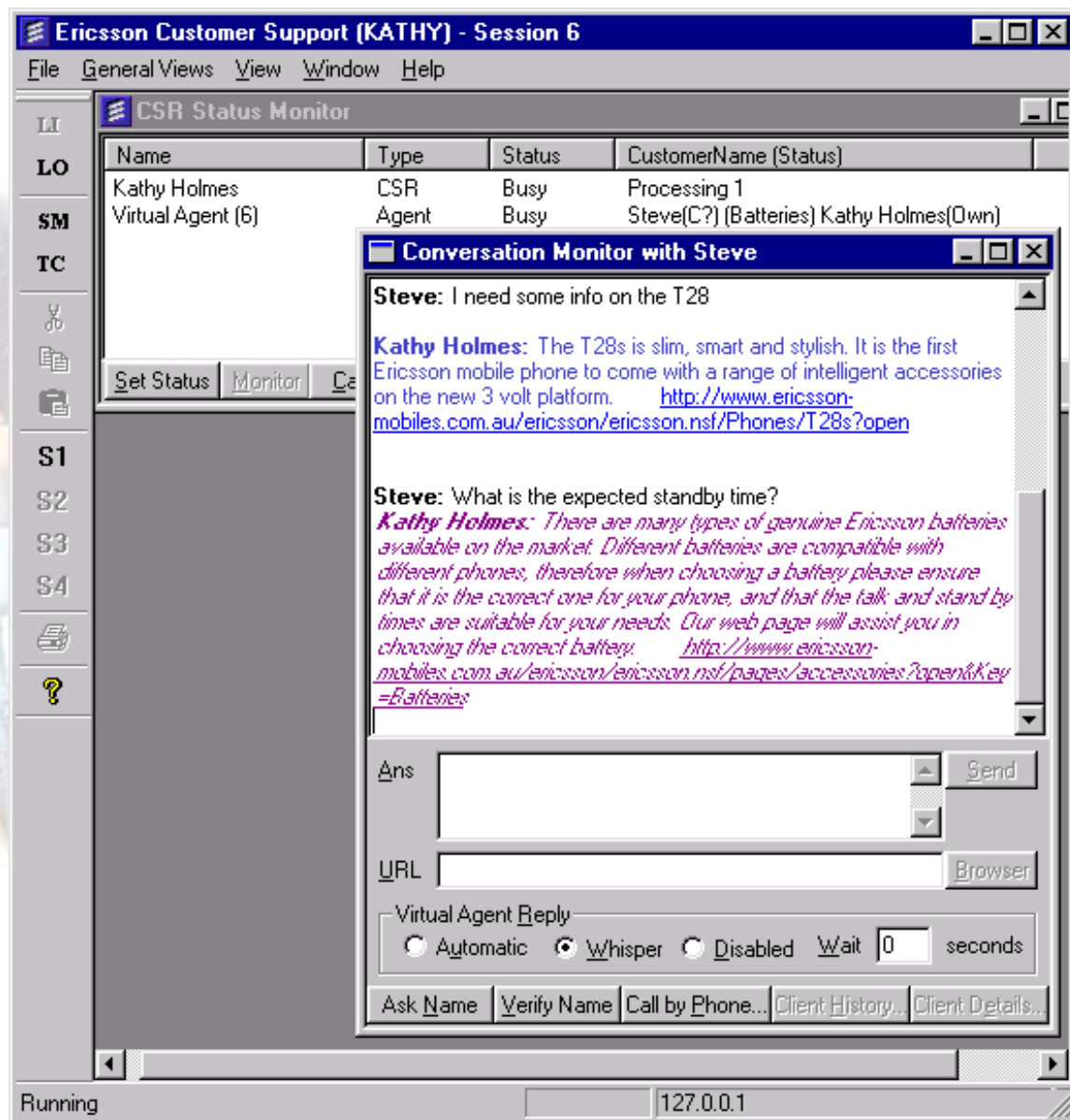
C:\products\ProductInfo.pdf

Add... Remove

Delete Reject Reply Cancel Help

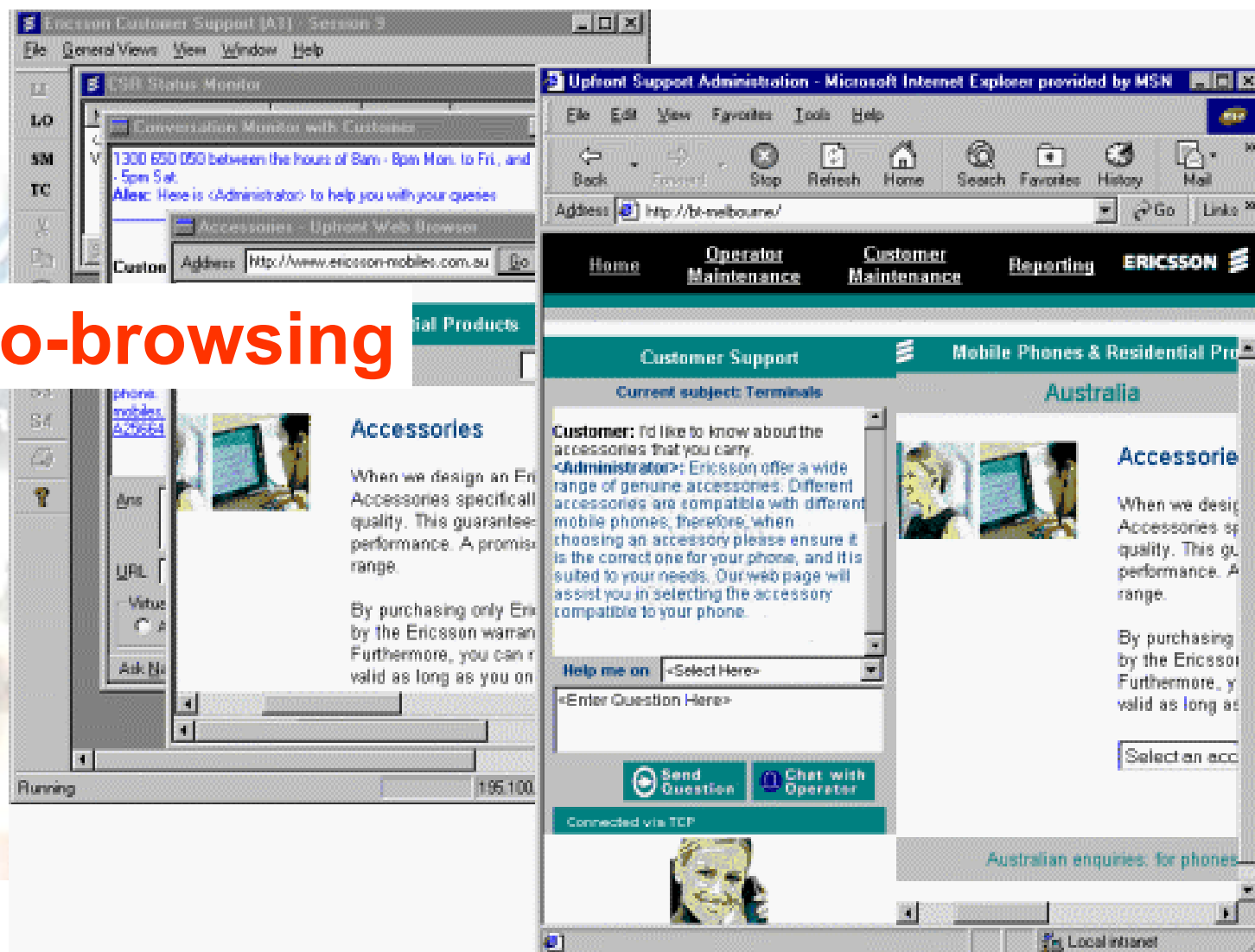
E-mail

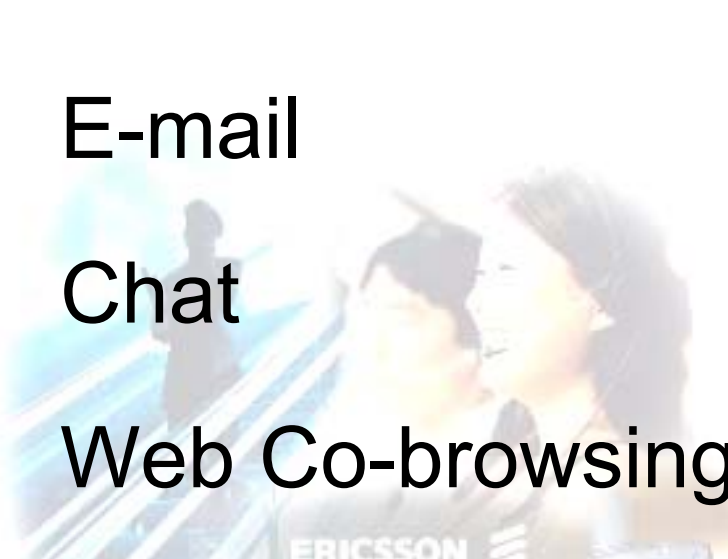
Chat



E-mail
Chat

Web Co-browsing



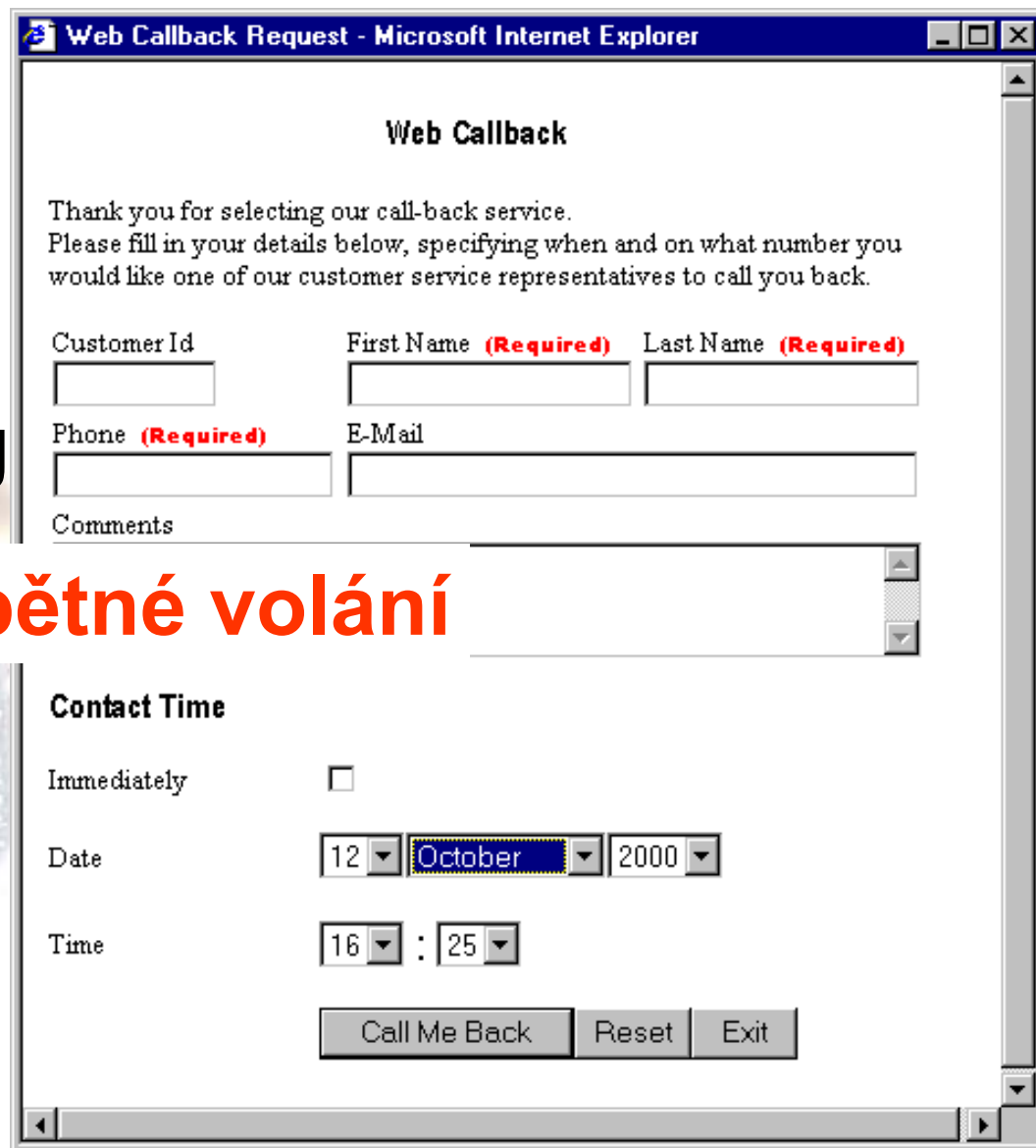


E-mail

Chat

Web Co-browsing

Požadavek na zpětné volání



Web Callback Request - Microsoft Internet Explorer

Web Callback

Thank you for selecting our call-back service.
Please fill in your details below, specifying when and on what number you would like one of our customer service representatives to call you back.

Customer Id First Name **(Required)** Last Name **(Required)**

Phone **(Required)** E-Mail

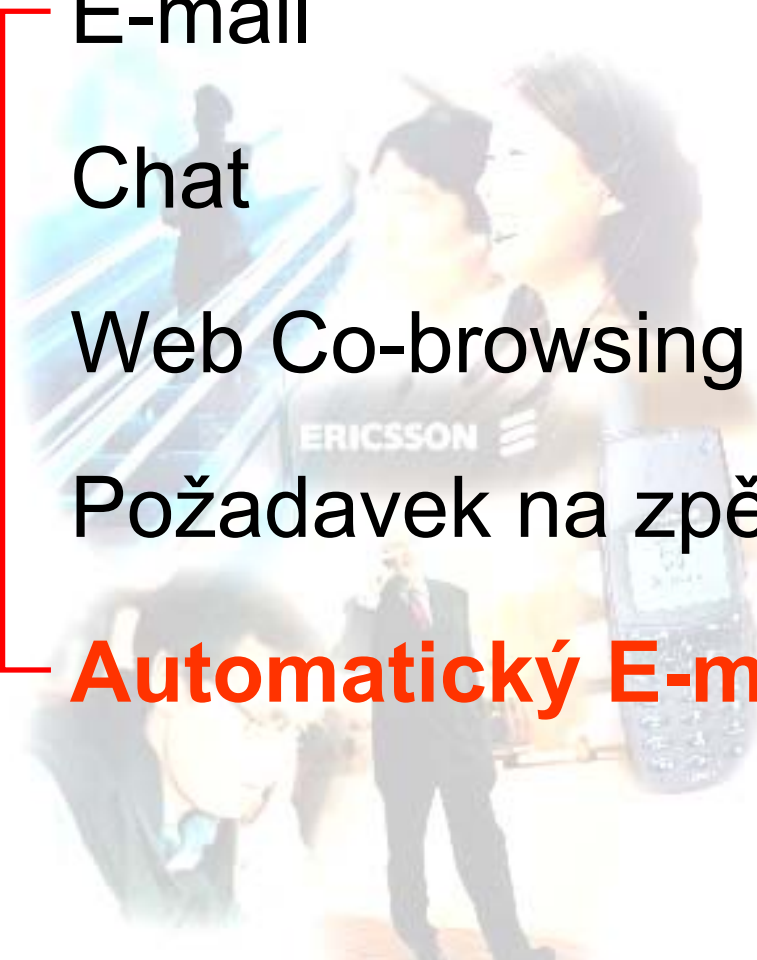
Comments

Contact Time

Immediately ☐

Date

Time :



E-mail

Chat

Web Co-browsing

Požadavek na zpětné volání

Automatický E-mail

Info on T28 - Message (Rich Text)

File Edit View Insert Format Tools Actions Help

Send Save Print Cut Copy Paste Undo Redo Bold Italic Underline Bulleted List Numbered List Indent Outdent Options... ?

Arial 10 A B I U Left Center Right Justify Decrease Indent Increase Indent

To... Sales@Eric.com

Cc...

Subject: Info on T28

Please provide me with some information regarding the T28 mobile phone.

What is the standby time?

What accessories are available?

Where can I buy one?

Best regards, Steve

 **Email - Message**   

Message

Reply

Sender:

Steve Smith

Subject:

Info on T28

Sent:

8/4/00 10:56 AM

Reply:

Hi Steve

Please see below for my answers to your questions

/Kathy

[please provide me with some information regarding the t28 mobile phone]

The T28s is slim, smart and stylish. It is the first Ericsson mobile phone to come with a range of intelligent accessories on the new 3 volt platform.
<http://www.ericsson-mobiles.com.au/ericsson/ericsson.nsf/Phones/T28s?open>

[what is the standby time?]

There are many types of genuine Ericsson batteries available on the market. Different batteries are compatible with different phones, therefore when choosing a battery please ensure that it is the correct one for your phone, and that the talk and stand by times are suitable for your needs. Our web page will assist you in choosing the correct battery.
<http://www.ericsson-mobiles.com.au/ericsson/ericsson.nsf/pages/accessories?open&Key=Batteries>

Attachments:

Add...

Remove

Delete

Reject

Reply

Cancel

Help

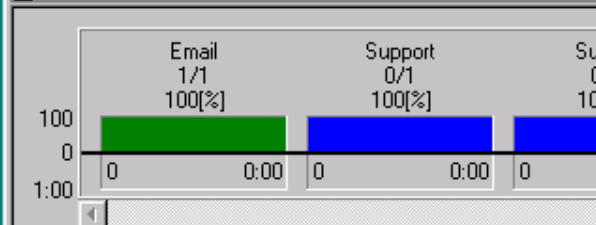


Call Information - 8143

Status	Time	Service	Name
E-mail	00:11:55	Email	
Subject: Info on T28			



Service Group Statistics - On-Line



Service Group	Queue	Wait	Service L...	Idle	Busy	Busy Other
Email	0	0:00	100.0	0		
Support	0	0:00	100.0	0		
Survey	0	0:00	100.0	0		

CSRConso...

Jason

Email - Message

Message Reply

Sender: Steve Smith

Subject: Info on T28

Sent: 8/4/00 10:56 AM

Reply:

[please provide me with some information regarding the t28 mobile phone]

The T28s is slim, smart and stylish. It is the first Ericsson mobile phone to come with a range of intelligent accessories on the new 3 volt platform.
<http://www.ericsson-mobiles.com.au/ericsson/ericsson.nsf/Phones/T28s?open>

[what is the standby time?]

There are many types of genuine Ericsson batteries available on the market. Different batteries are compatible with different phones, therefore when choosing a battery please ensure that it is the correct one for your phone, and that the talk and stand by times are suitable for your needs. Our web page will assist you in choosing the correct battery.
<http://www.ericsson-mobiles.com.au/ericsson/ericsson.nsf/pages/accessories?open&Key=Batteries>

[what accessories are available?]

Ericsson have a wide range of mobile phones available for purchase in the Australian market. The current platform of phones are the 600 series, 700 series, 800 series, T series, and the A series; all using the best technology to make yourself heard. To find out more about these phones, please visit our

Attachments:

Add... Remove

Delete Reject Reply Cancel Help

Customer Monitor

CustomerName (Status)

Processing 0

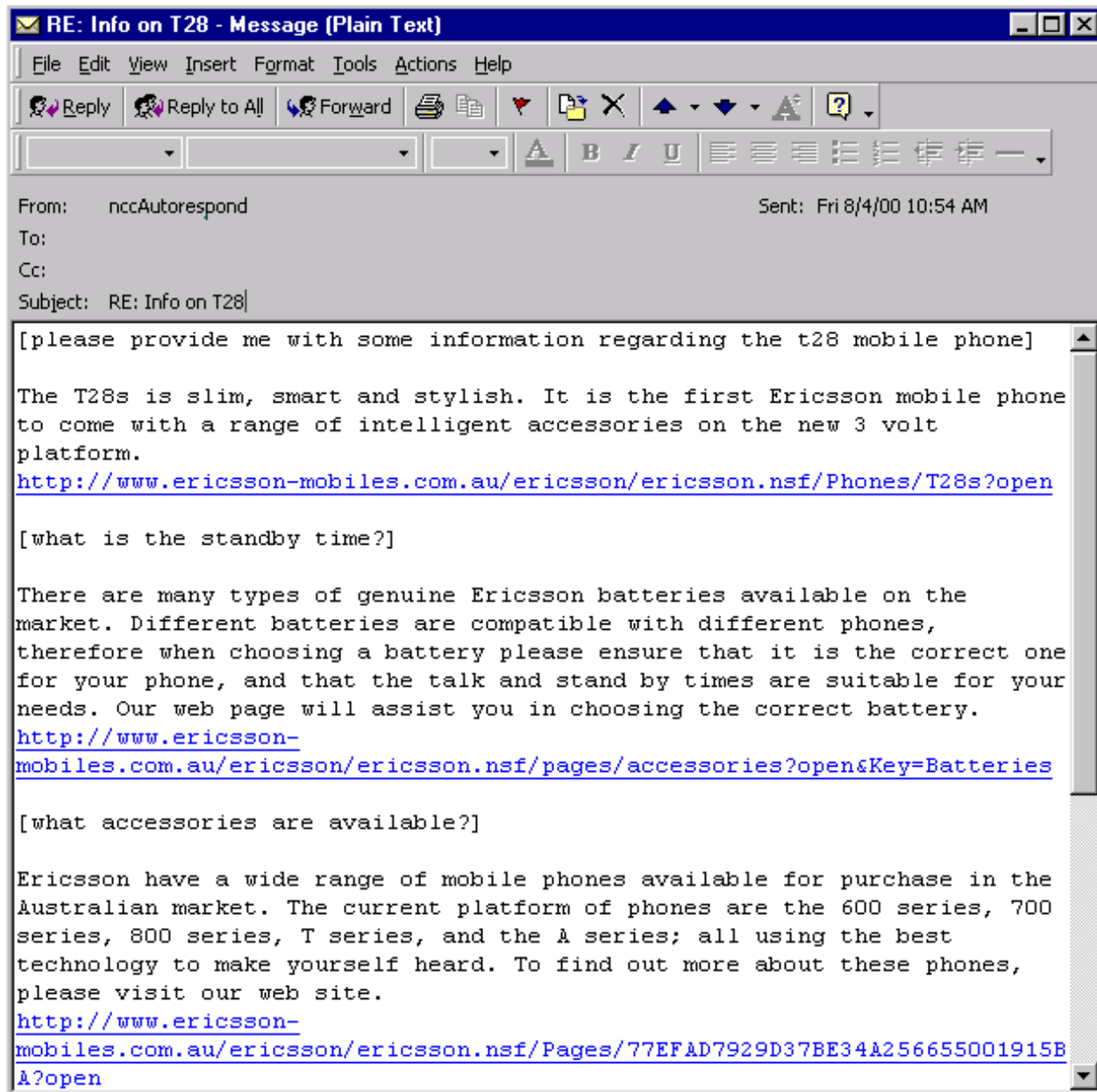
(C?) (T18s)

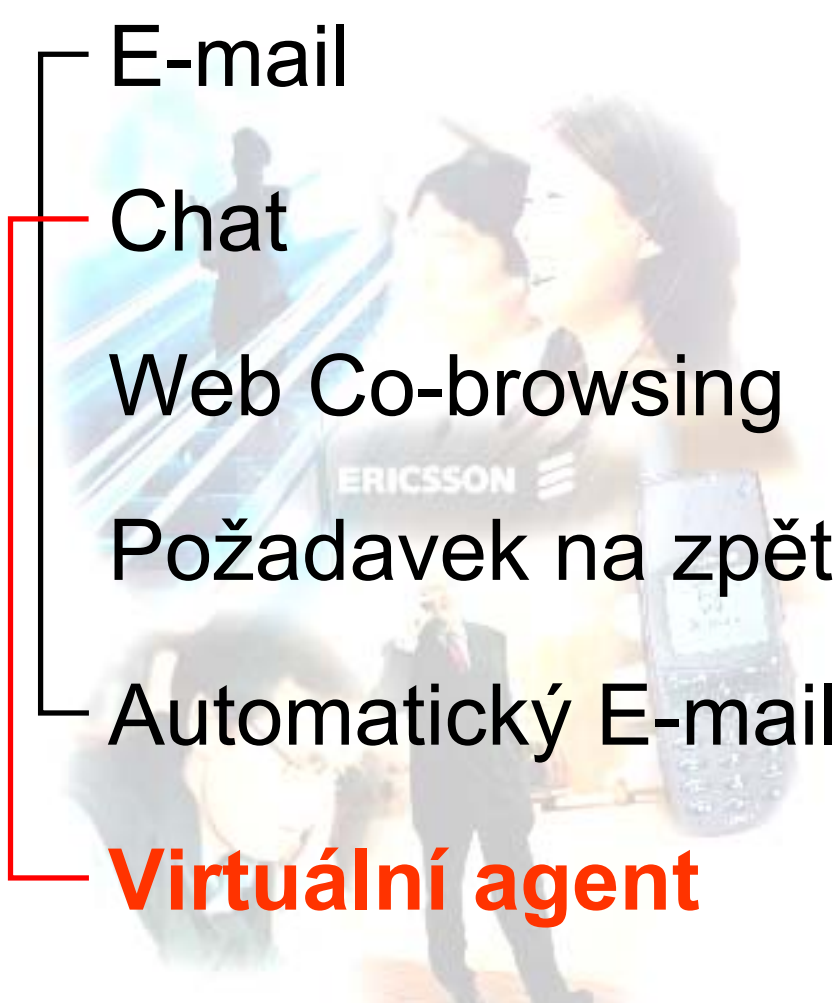
CSRs ☒ Not Ready ☒ Idle ☒ Busy

Running

127.0.0.1

Read





E-mail

Chat

Web Co-browsing

Požadavek na zpětné volání

Automatický E-mail

Virtuální agent



**Jde o komunikaci mezi lidmi,
zbytek je technologie.**