

A Rough Guide to Call Centres

MMC can offer customers a complete package of Call Centre Services to support a wide range of marketing activities. These include In and Outbound Calling, Customer Service and Customer Sales Lines. Our Call Centre team is equipped with a powerful Avaya telephone system which is capable of handling in excess of 2000 calls per day.

So how do I get started?

MMC can assist you in creating a complete Call Centre environment for you and your customers. A Call Centre service is normally just one aspect of a much bigger fulfilment or marketing picture but our in-house IT team can insure that your Call Centre service is fully integrated with whichever activity you are operating.

How do I get a telephone number?

MMC can provide you with a dedicated local number (STD) for use with your service. If required, MMC can organise a non-geographic number, such as a free phone, local or national rate number (0800 / 0845 / 0870).

Can I customise the call experience?

Once you have chosen the type of telephone number you require, MMC can help you design your customer service experience. We can set up automated call services which include features such as:

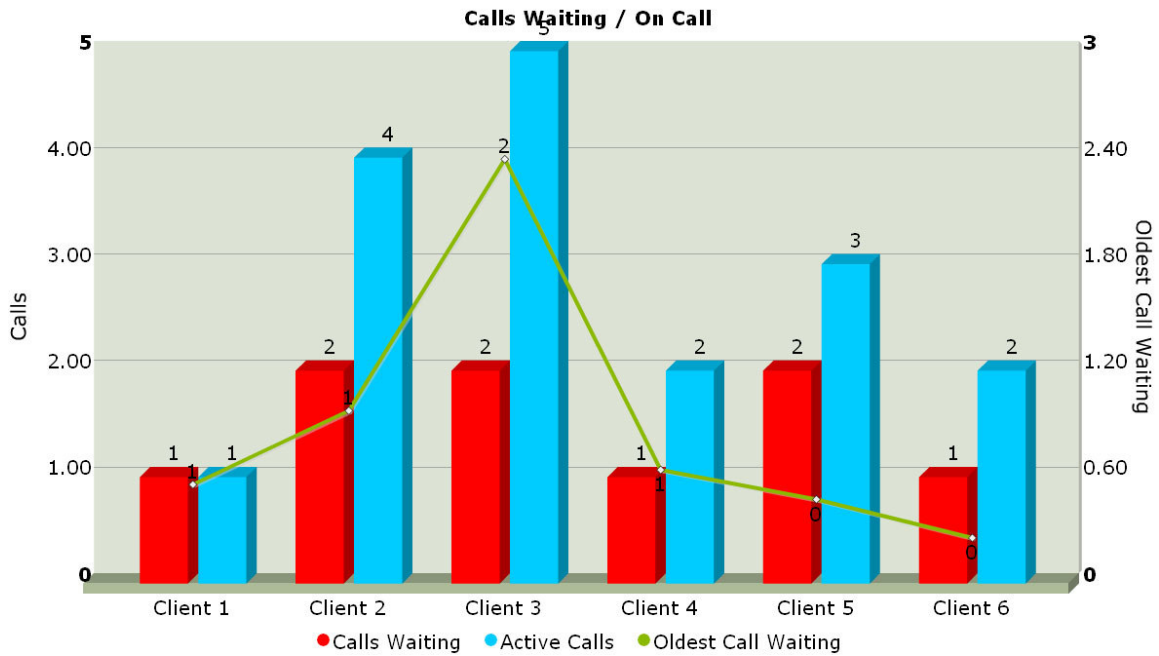
- Key pad menu selections (DTMF)
- Automated call queuing
- Caller information such as call position and call waiting times
- Voicemail services for out of hours call handling.

Which type of reporting do you use?

MMC uses a mixture of real-time and historical reporting to ensure a fully optimised Call Centre service. Our real time reporting enables our Call Centre managers to react quickly to changes in demand to guarantee our quality of service. Our system can also issue email alerts as call conditions change allowing us to allocate new agents to increase our capacity. Our historical reporting allows us to analyse call patterns and refine the call process accordingly.

If required these reports can be published via our Web Portal (<http://www.mmcltd.com/resources.asp>) allowing you to monitor your service directly.

An example of our real time reporting facilities.



How does MMC manage the quality of service?

Our Call Centre has a tiered approach to call management which involves team leaders, a supervisor and a manager. This ensures a chain of command and support is always available to our call agents. In addition, our agent’s calls are regularly monitored and reviewed to ensure the quality of the call and the accuracy of the information.

Contact us

If you would like to find out more regarding Call Centre services at MMC or you would like to know which other services MMC can offer your company, please contact us via email at sales@mmcltd.com or on 01420 525500.