The simPRO Call Centre Module

simPRO

The simPRO Call Centre Module

In a high volume service organisation the Call Centre is the entry point to the business and is often how customers interact with it. Taking a high volume of incoming phone calls and emails and turning them into a positive result for both the business and the customer is crucial.

In these low margin environments, room for error doesn't exist. Making a positive impression is important and closing the enquiry to create and maintain a happy customer is paramount to success. To do this however, you need well-trained, customer-centric staff with access to the correct information at their fingertips.

Your choices

In-house Call Centres

So which way do you go with a call centre? In-house call centres are great if you are likely to be using the resource full time and the volume of work justifies that expense. The downside to having your call centre inhouse is the much higher overheads to run it and the initial set up costs.

Outsourced Call Centres

Outsourced call centres are great for scalability, allowing you to ramp up and down your capability as needed. On the downside, this often requires the use of operators that are working for multiple companies. This could result in companies using lesser trained operators not up-to-date with your offerings and disparate systems. It also allows for the potential stigma associated with call centres being based in another country.

The simPRO Call Centre

The simPRO Call Centre module will work in any environment and has specific tools inbuilt to ensure your business gets the most out of either the outsourced or in-house model. simPRO Call Centre is a highly-customisable dashboard for creating leads, quotes and jobs and retrieving details about all activities in a single page. Being browser-based, the Call Centre module has been specifically designed to be able to train new users rapidly in either an external or internal call centre environment without granting access to the main system.

The simPRO Call Centre module typically gets deployed in environments that have a high volume of repetitive activity where the end result is sending an assessor or engineer to site to carry out work. Organisations that have used the Call Centre module in the past have used it to manage the inspection, quotation and installation of systems such as solar systems, water tanks, hot water systems, internet connections, home entertainment systems, pay television systems, home and furniture repairs and insurance work.

From the Call Centre to simPRO

The workflow in the Call Centre module is fairly basic as it's designed to act like a dashboard of interconnecting parts where updating one piece of information updates the rest. This allows for high levels of customisation to suit a specific workflow, where the system can guide operators through interactions with customers.

These interactions can be in the form of a simple tick-and-flick sheet to create an activity or can be a complex set of questions which can ask follow up questions based on responses and create complex quotes or activities. Usually, the next stage of the workflow is to schedule a time for a technician to make a site visit to install or inspect a system and to provide recommendations.

The system can also suggest time blocks to send out field staff to the call centre operator, which then transfers through to the main system schedule and appears on the field engineer's phone, tablet or runsheet of activity.
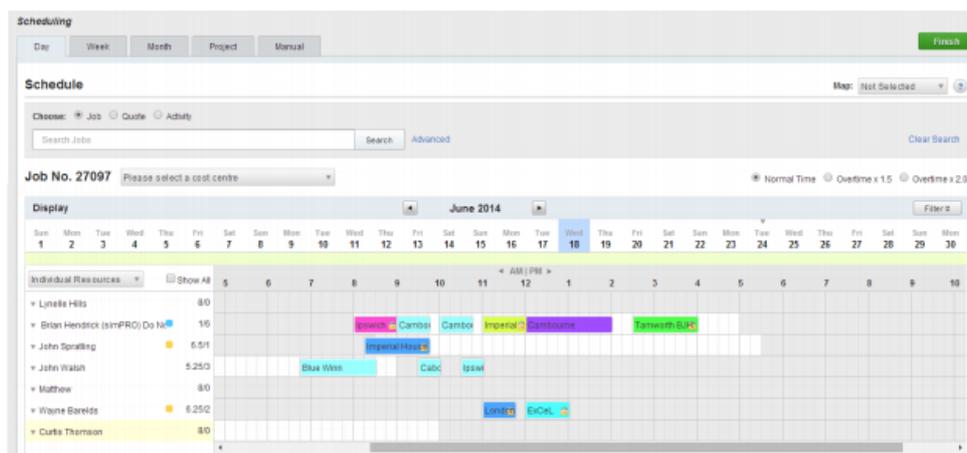
Thereafter, the power of simPRO is realised. simPRO manages every stage of the activity through to completion. This can include managing the job through the various stages, scheduling the work to staff or contractors, managing the job costs, dispatching the work order to the field, reporting back on the job with time and materials used from stock or purchase orders and then through to invoicing.