



Document Management Solutions (DMS) in the Call Centre

Document Management Solutions (DMS) gives call centre agents the right information at their fingertips to answer customer enquiries promptly. All customer-related documentation, such as statements, bills, correspondence and reports, can be viewed with a single click from your current CRM interface.

As a result you can:

- Shave vital minutes off call times as agents no longer need log onto different screens to find information
- Reduce referrals and call backs, by making hitherto inaccessible information available to agents
- Speed up bill payment by instantly re-issuing lost bills or delivery notes by e-mail or fax
- Impress customers with highly responsive service

“Columbus enables 90% of customer queries to be answered directly over the telephone.” Roger Kendrick, RAC Auto Windscreens

Critical call centre issues: how DMS can help

“Customers have to wait on hold too long”

Fast access to information speeds up call centre throughput so you can reduce wait times and boost productivity. As RAC Auto Windscreens explain, “Despite the company’s meteoric growth we haven’t needed to take on extra staff to cope with the higher volumes.” And Internet self-service eliminates many enquiries altogether.

“Time is wasted referring enquiries to other departments and calling the customer back later.”

Easy-to-use search and analysis facilities enable agents to find the right information in seconds. As a result Nationwide now resolves 90% of enquiries on a single call.

“Customers are referring to documents the agents cannot see – confusion reigns!”

Answering document-related enquiries without reference to the original document is difficult, particularly if the content is graphical or personalised. E.ON found that, because DMS displays documents “in the same format as seen by customers, including any marketing messages, call centre queries can be resolved more quickly, and usually on the first call.”

“Our credit controllers keep getting the ‘I never received the bill’ excuse for late payment.”

DMS enables agents to e-mail or fax copies of lost bills directly from their CRM system whilst on the phone and then obtain the customer’s commitment to pay, without a follow-up call. As a result RAC Auto Windscreens have significantly improved debt recovery rates.

“Simple enquiries like a duplicate statement request take too long to turn around.”

At Nationwide, duplicate statement requests were previously referred to the archiving department and took four days to turn around. Now it takes no longer than four minutes, as agents can call up the relevant document and print it off immediately.

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