

The SMAC Revolution in New Generation Call Centres

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ABSTRACT

SMAC (Social media, Mobile, Analytics and Cloud services) is revolutionising call centre operations. A traditional call centre (inbound or outbound) is a centralised operation used to process a large number of customer requests or queries by means of a telephone using DTMF (Dual Tone Multiple Frequency) input or telephonic keypad. However, over the years work in a call centre has been characterised by high attrition, the boredom of repeated jobs, dissatisfied employees and disgruntled customers. To remedy this situation, the newly emerging applications made possible by advances in the IT world have provided call centres with new ways to connect to the new business realities. The authors researched the existing call centre businesses through studies and reviews of existing works, as well as discussions with industry experts. The authors also studied the available literature on the subject of the benefits of SMAC for increasing the operational efficiency and effectiveness of call centre operations and propose a roadmap for the future for call centre operations. The authors have also used the findings of their research done during their experience in working in the services industry for over a decade to analyse and propose a framework for the future call centre industry.

KEYWORDS: Call centre, Social media, Mobile, Analytics, Cloud computing, Operations, Customer satisfaction.

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