



# MEDLIN Messages

COMMUNICATIONS, INC.  
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Business Briefing

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Reader Highlights

## Do You Have a Call Center?

When asked this question, many small to mid-sized business (SMB) owners conjure up a mental picture of a large company that has a "boiler room" filled with agents taking orders, scheduling service, responding to billing questions - maybe offshore and operating 24/7. "No, we don't have one of those", they say.

Well, not so fast! The picture of an effective Call Center is different than what you may be thinking.

Let's ask the question another way: "Do you have someone, or a small group of people, who take calls and manage transactions on a regular basis with your customers, business partners and/or large suppliers? "Oh yes, that's a big part of our day-to-day business. We are very responsive when it comes to customer service", is the usual reply.

When we hear *that* response, we know that important basic elements of a Call Center are already in place - but not necessarily recognized as such. In that situation, we've learned that helping a business owner to "complete the picture" of a Call Center is a valued perspective. We also bring the good news that Cell Centers are not just for the Fortune 1000 anymore.

More than twenty (20) years of working in close partnership with our clients has taught us important lessons about the companies we serve. One very clear insight about them is that their customers are so important that they *instinctively* organize their business operations around providing a great customer service experience. Every form of customer interaction, phone calls, email, instant messages, etc. , has to be dependable and effective. These interactions, done well, enable a company to achieve sustained growth and profitability. And, that suggests it's well worthwhile to take a deeper look at the Call Center - whether it's yet formally recognized or not.

A Call Center is a demonstration of customer service in action. A Call Center can offer considerable ease and convenience to those all-important customers you want to please and do business with again...and again. We've heard some of our most successful SMB clients refer to their Call Center as a competitive weapon - one that can level the playing field against those ever-present larger power players.

- You may have a Call Center and not realize it
- Call Centers drive superior customer service
- Call Center: a key asset for the growth oriented SMB

**"Customer Service is ultimately a function of how well an organization is able to constantly and consistently exceed the needs of their customer – to delight them and retain them."**

**Institute of Customer Service**

## The Call Center in Action for the Thriving SMB

SMB owners are often extremely gifted at knowing how to leverage scarce resources to greatest advantage. In other words, they know how to “stretch a dollar”, find talent that can successfully “wear many hats”, and they are natural innovators - often born of sheer necessity. These characteristics make them sharp, agile competitors.

When we have discussions with these types of successful SMB owners about how close they are to already having - *and certainly needing* - a fully operational Call Center function it holds great appeal. A properly implemented Call Center is a study in practical ways to *leverage key resources*, increase profitability, make customers happy - and put innovation into action. We like to focus on the daily realities of business that always needs attention - and improvement - such as these:

- addressing the sheer volume of phone calls and voicemail messages; how to best reduce and control them
- Addressing the growing number of call backs staff member have to make; how to best complete effective transactions
- addressing the demand for a live voice to answer the phone; how best to deliver that personal touch that customers relish
- ...and more

In an SMB environment, we can very quickly implement the technology that complements the people and process that are already in place to launch a Call Center that rapidly delivers substantial capabilities like these:

**Call Queuing/** A phone call is answered with a personalized message and held for the next available staff member. Callers can be given a choice to wait or to leave a voicemail.

**Queue Overflow/** During times of heavy volume, callers can be routed alternate staff members who help during peak periods.

**Quality Control/** Monitor the quality of the service experience for your callers. Designated levels of management can monitor, join, or take over calls, and calls can be recorded for training purposes.

**Call Routing/** Create VIP treatment for “A” customers or send late/over-due customers to AR instead of person they called for more service, products, etc. - send your calls to the people that are best equipped to handle them.

**Call Reporting/** The reports answer key management questions about such areas as staff utilization, workload sharing and related priorities that require progress tracking.

Are you ready to enjoy the benefits of a Call Center in your business? We know how to help.

## About Medlin Communications

Founded, in 1989, Medlin is a leading provider of business communications and low-voltage electrical services. The company's extensive experience and proven approach to delivering high quality services and solutions has enabled it to enjoy consistently high satisfaction ratings. Specializing in the unique needs of cross-industry SMB companies and national retailers with company owned stores, Medlin is known for establishing long-term partnership with its clients, delivering on their voice and data integration and cabling requirements, and providing related services. Contact Us: [www.medlininc.com](http://www.medlininc.com) or 1800-4MEDLIN