



Trends & new ways of working, customer interaction and customer service

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Trends of
workplace —
where we
started



Trends of workplace – where we went next



Trends of workplace – where we are now



THE QUESTION OF THE YEAR....

WHAT IS THE
"CC"?

A variety of answers

Traders

Researchers

Shipping

Financial Advisors

Customer Service Representatives

Inside Sales

Civil Services

Emergency Services

Outbound Calling

What unites them?

They all "Listen & Talk" for a living
with customers over the phone.

What is a use case ?

There are 3 components to a use case

WHO?

THE PERSON

WHAT?

THE TASK(S)

WHY?

THE GOAL

Introduction to the work modes

A work mode is a sub-set
of the **USE CASE** framework - the "What"
and represents how a call centric worker performs his/her task(s).

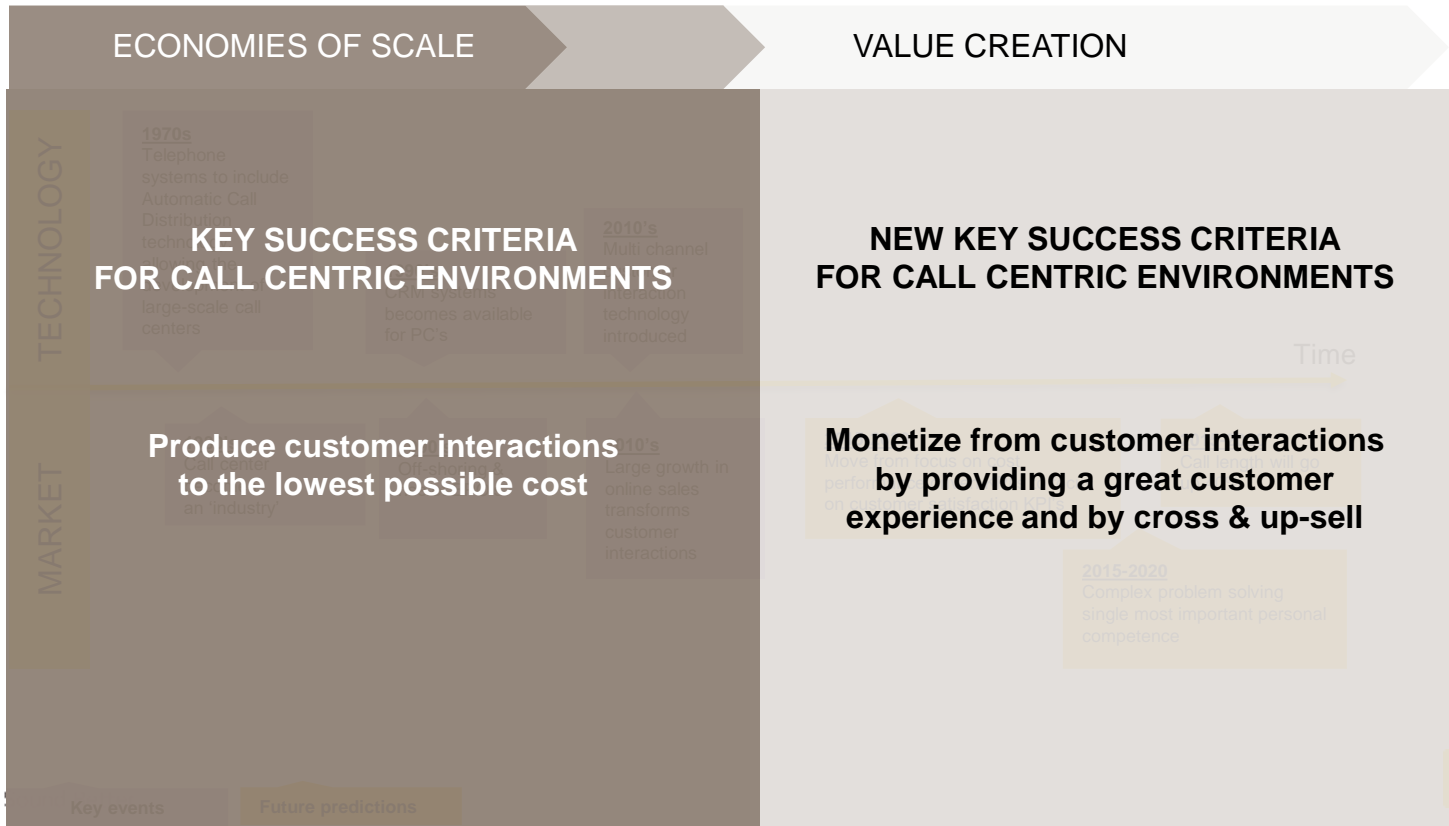
These tasks are important to understand, because
there may be significant variation in
how some call centric profiles reach their goal(s).

Primary Work modes

– to understand the difference



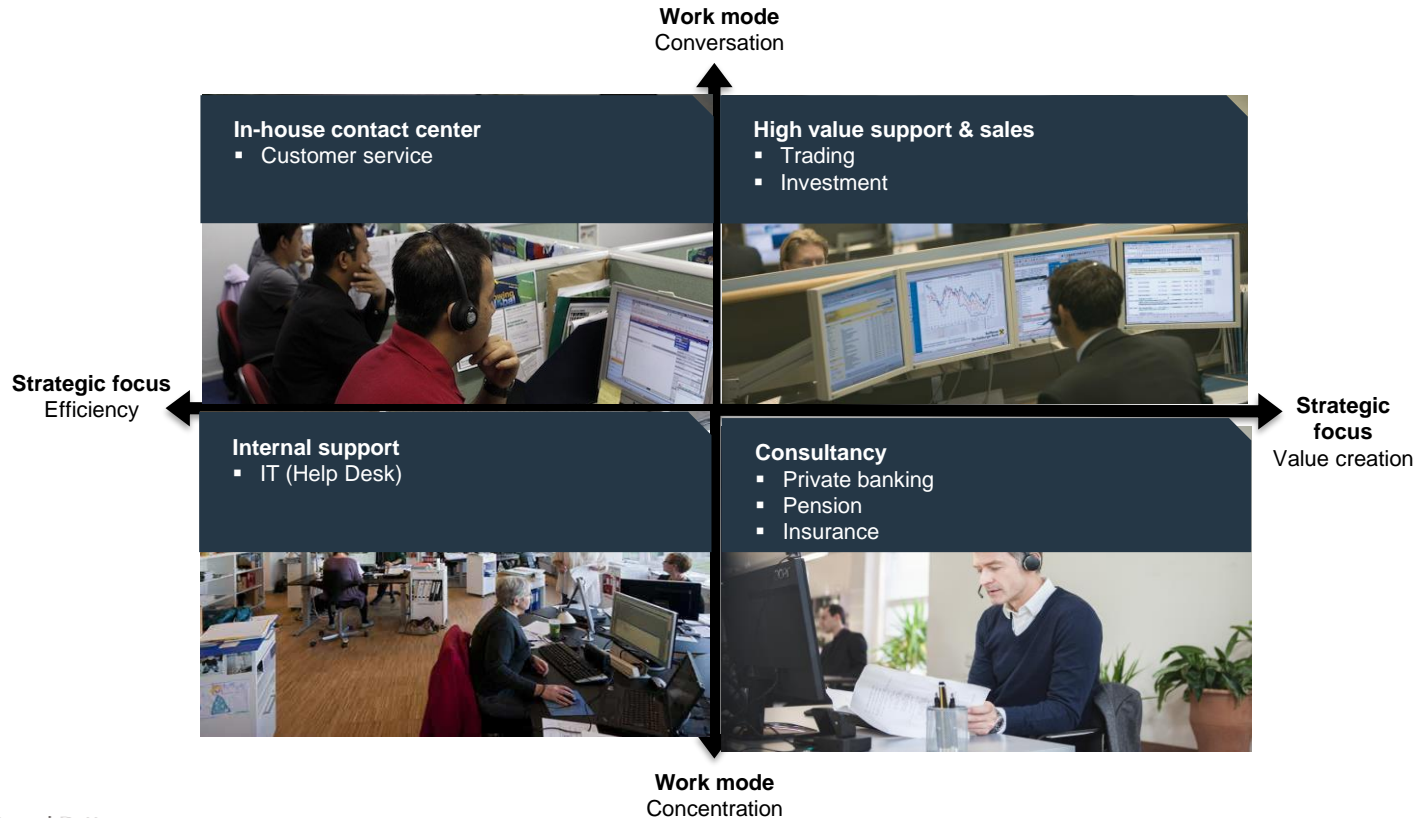
Transformation of the call centric environment



CREATING A NEW FRAME TO MAP THE DIFFERENT CALL CENTRIC USERS



RENEWED FRAMING OF THE CALL CENTRIC USE CASE



Call centric stereotypes

IN OUR STUDY, WE HAVE
ALSO DISCOVERED THAT
THE CALL CENTRIC USER
CAN BE CATEGORIZED
INTO 4
STEREOTYPES

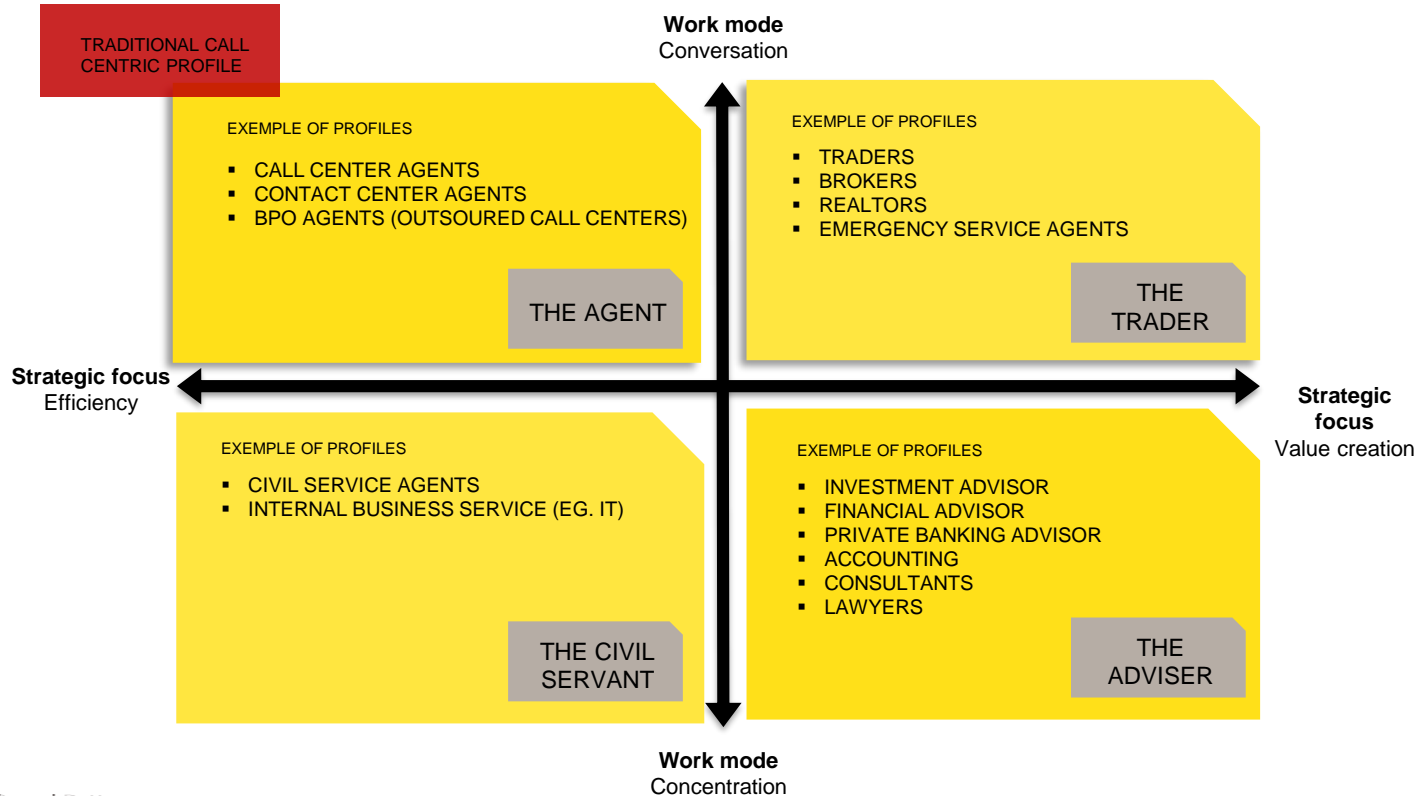
1- THE AGENT

2- THE TRADER

3- THE CIVIL SERVANT

4- THE ADVISER

4 STEREOTYPES – ALL LISTEN & TALK OVER THE PHONE FOR A LIVING



Summary

HOW WE DEAL WITH CUSTOMER INTERACTIONS OVER THE PHONE
IS UNDER TRANSFORMATION



THE CALL CENTRICS PRIMARY WORK MODES ARE

Concentration

Conversation

THE CALL CENTRICS PROFILES CAN BE GROUPED INTO 4 STEREO TYPES;

THE AGENT - THE TRADER - THE CIVIL SERVANT - THE ADVISOR

COMMON TOP PAIN POINTS ACROSS STEREOTYPES

1. NOISE LEVEL
2. TOO MANY INTERRUPTIONS FROM COLLEAGUES