

Multimedia Empower Businesses with Intelligent Interactions

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Abstract— In the business world, an organization has to keep their position in the market consistent. To go ahead in any business, there should be continuous changes in the organization's culture. This is done by implementing the new technologies. Our key aim should be to reduce time of work and adaptability in order to succeed. This application helps a firm to achieve its goals. Since the time factor is important in every process, I have implemented automated centralized process. It helps to manage man-hours. It makes problem solving easier. This is a call-centre based application. It is flexible and user friendly. It has minimum data entry task and information is available on request in seconds. This project is an interactive web based application. This software provides high reliability of customer relations by managing all communication products. I took the help of latest technology to solve this problem. So, I choose Asp.Net as my base language with .Net technology. As I want to put every single document in an interactive mode linking with every department of call centre, I choose web-based application in my project and Microsoft Technology (IIS) serves the purpose best.

Key words: Asp.net, call-centre, technology, IIS

I. INTRODUCTION

The customers from all over the world are sending queries regarding various aspects to the call centre for suitable solutions. It is really a big problem for the call centre to maintain all these information. Another problem is to maintain all employee records in a suitable manner and all customers records.

Centre should show how to contact with the employees, i.e. through phone or mail. In case of mail, it should display all the mails received from customers and the replies provided to them. It was troublesome for the user to know the present market status. So they depend on the call centre.

Hence, the main objective of the project is to remove the obstacles to customers and helping call centre to provide better solutions to the users.



Fig. 1: Flow diagram for efficient call centre management

II. SCOPE

The call centre application is meant to be utilized by the developer. It will serve as a basis for the final system validation. Any changes/alterations required in the future will be passed through a formal process of change. The developer can also be asked for clarification where needed.

III. EXISTING SYSTEM

Existing system of call centre is a manual process. Current system works in the following way-

- Customers send their queries through phone, which were written into paper. So it takes a lot of time and lot of employees.
- Managers cannot see the overall performance of all the employees as there is no suitable way to see all the reply to customer.
- The solutions which are not found at a time, remain pending.
- When new user tries to send some problems he will search the phone number of the centre.

So the drawbacks of the existing system are:

- 1) Difficult to maintain all the information regarding employees.
- 2) No proper method to maintain the shift schedule.
- 3) No proper method to identify customers.
- 4) Employee's performance cannot be verified.
- 5) Takes a lot of time to provide answers.
- 6) Customer's feedback cannot be judged.
- 7) No proper method to maintain databases of all customers.
- 8) User fails to know services offered by the organization.

IV. PROPOSED SYSTEM

The proposed system of call centre has different sections to improve the performance of the organization. The sections are:

- Administration Section
- Managerial Section
- Employee Section
- Customer Section
- Manufacturer Section

A. Benefits of Proposed System:

- 1) In this system all employees' information are stored in the separate table.
- 2) All employees' shift schedules are maintained in table.
- 3) Data access can be flexible.
- 4) All customers have different Id to send queries.

- 5) Solution can be provided quickly.
- 6) Employees' performance can be judged from customer comments.
- 7) Increase performance of the call centre.

V. MODULES

A. Administration Section:

- 1) This module deals all the administration work. That is, adding the new user, deleting the user, assign permissions, checking the authority when the user log into the system.
- 2) For the employees, employee Id and password are given. Using that only employee can log into the system.
- 3) For customers, they have to create their user name and password by going into the call centre website. For creating the user name and password customer has to provide valid customer Id that will get when the user buy the product.

B. Managerial Section:

- 1) This module is used to maintain all the works in the call centre system. It is used to manage all the activities of the system. Here all the details about the employees are maintained. That is, adding new employee's details, editing the details, etc all are done here.
- 2) Here the shift details of the work also maintained. That is who all are working in the day shift and who all are working in the night shift and all the other details are maintained.
- 3) Here, The manager can also see the comments that send by the customer about the product and the service. This will be useful to provide good service to the customer.

C. Employee Section:

- 1) This module is used to do all the works in the system. That is, maintaining customer details, getting the complaints from the customer and giving the service to the customer.
- 2) Here the information about the customers will be collected from the manufacturer or seller/Retailer and all the details will be stored in the database. This will be done as and when new customer or new product or new seller are added.
- 3) The complaints or the doubts of the customers can be sent through the mail or they can ask through the telephone. These details are stored in the database and the solutions are given to the user.

D. Customer Section:

- 1) This module is used for the customer to communicate with the system.
- 2) The user can log into the system only by entering the valid user name and password.
- 3) The customer can compose the mail and send to the customer care service section after login to the system.
- 4) The customer can also check the replay from the customer service by going into their Inbox.

- 5) The customer can also send their comments to the manager of the system.

E. Manufacturer Section:

- 1) This module is used to maintain the information about the manufacturer.
- 2) Here all the details about the products are maintained. That is, the price, warranty and all the other details.

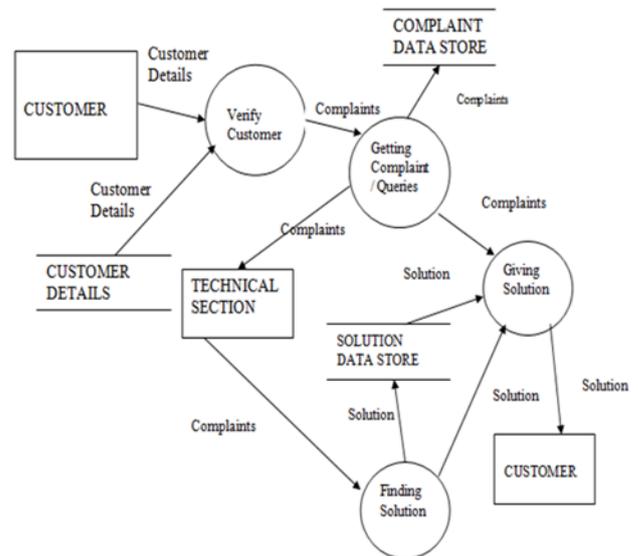


Fig. 2: Data Flow Diagram

VI. CONCLUSION

This software is being developed for use in call-centre system. This system provides customer satisfaction. Using this software, the work of call centre can be done easily and instantly. It reduces a lot of manual work. It increases work efficiency thereby increasing customer satisfaction.

VII. FUTURE ENHANCEMENT

- 1) Further this system can be utilized in network auditing or workflow based application.
- 2) Enhancing this project to a mobile platform for usage in mobiles also.

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