

Customer Service Operations

Production of Desktop Manuals - Multinational Oil Company

The Challenge

To simplify and standardise documentation across several customer service centre teams to improve efficiency and enable cross cover.

Outcome

Performance and employee satisfaction increased throughout the customer service centre.

SkillSet Approach

Our client operated a single customer service centre covering its European operations. The 120 Customer Service Representatives (CSR) were divided into teams of 6-12 people. User documentation was inconsistent and incomplete and CSRs often found it difficult to obtain the information they needed to do the job.

SkillSet was engaged to produce a single desk manual containing all the information needed in one place, well ordered, and easy to use.

We began by assessing the current information held by the different teams through a process of interviewing CSRs and team managers. In the same interviews we established what information was needed and whether it was currently readily available.

Based on the interviews we proposed the content list for the desk manuals and gained agreement from each of the teams.

We collated the required information and compiled it into the manuals and printed and distributed them to the CSRs. We also provided a short training course to ensure that the CSRs were familiar with the content and able to use it effectively.