

Live Chat with Agents

Description of Project

With the reduction of staff at Verizon, the concession department was experiencing issues with performing daily tasks. Management was required to reduce the headcount of the frontline representatives by 50%; however, the workload and responsibilities of the remaining staff remained the same. I began analyzing all aspects of our daily job functions to see what could be altered to help the frontline staff from being overworked and burned out. One function I had been assigned was managing the phone queue for our department. This entailed what type of calls we received, misrouted calls, and timeframes of call influx during each workday. Being familiar with the phone queue, I challenged the need for our internal employees to call our department for help with their personal mobile device needs. I decided to review the benefits of transitioning to a Live Chat process instead of a verbal phone call. Effective communication is crucial in business operations, and organizations constantly seek efficient and reliable communication channels. With technological advancements, businesses can access various communication tools, including chat platforms and verbal phone calls.

Analysis of Project

The primary focus of this project was to maintain or improve the employee experience when contacting the internal concession department for help with their mobile devices. The specific categories of focus were to:

1. Increased customer satisfaction: Customers will appreciate the faster response times and convenience of the online chat service, increasing customer satisfaction.
2. Higher customer retention: The improved customer satisfaction will likely result in a higher customer retention rate.

3. More efficient use of staff time: The online chat service is likely to be less stressful for the call center staff than the call inbound service, resulting in improved staff morale and job satisfaction.
4. Reduced costs: The online chat service is likely to be more cost-effective than the call inbound service, as it requires fewer staff to handle the same volume of customer queries.

One significant advantage of chat communication tools is the ability to create written documentation of conversations. When conducting business transactions or discussing critical matters, having a written record can serve as a valuable reference for future analysis, clarification, or dispute resolution (Akkaya, 2016). Unlike verbal phone calls, chat conversations can be easily stored, searched, and retrieved, ensuring accuracy and minimizing the risk of miscommunication or misunderstandings.

Results of Project

I was able to achieve an increase in available time for internal employee queries in the concession department by implementing the Live Chat application.

After the project implementation, some of the results of the Live Chat process were:

1. Hold times have been eliminated because the ten representatives can take 30 chats at once when everyone is logged into the application, and the queue has never reached that limit.
2. Live chat has reduced actual contact with internal employees because it automatically presents answers to general questions they may have.
3. Return on Investment is calculated to be \$19,000 for the first year.

Written communication through chat tools enables individuals to carefully craft their messages, allowing for better clarity and precision in conveying information (Loshin, 2017). In

contrast, phone calls can sometimes suffer from background noise, poor reception, or language barriers, leading to misunderstandings. Chat platforms offer the advantage of reviewing and revising messages before sending, reducing the likelihood of misinterpreted or incomplete information.

Chat communication tools offer multitasking flexibility, enabling individuals to handle multiple conversations simultaneously (Gupta et al., 2019). This feature allows employees to address issues or collaborate with colleagues while concurrently working on other tasks. In contrast, phone calls demand undivided attention and can disrupt workflow, potentially leading to productivity loss.

References

- Akkaya, C. (2016). Electronic Record Retention: Chat Logs and Email. *Journal of Internet Services and Information Security*, 6(1), 1-11.
- Gupta, A., Sharma, R., & Das, N. (2019). Multi-tasking: The Link between Job Performance and Personal Growth in IT and ITES. *International Journal of Business Innovation and Research*, 20(1), 102-116.
- Loshin, D. (2017). *Data Quality: Dimensions, Measurement, Strategy, Management, and Governance*. Elsevier.
- Nooteboom, B. (2010). *A cognitive theory of the firm: Learning, governance, and dynamic capabilities*. Northhampton, MA: Edward Elgar Publications, Inc.
- Teece, D. (2007). Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance. *Strategic Management Journal*, 28:13, 1319-1350, DOI: 10.1002/SMJ.640.