8 “TIPS TO RUN A SUCCESSFUL CREDIT UNION CALL CENTER”

OFFER MUTILPLE CHANNELS

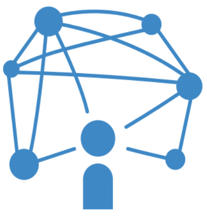
Offer more than one communication channel, such as email, live web chat, and phone.

KNOW THE MEMBER

Identify who the member is so call reps can personalize the experience and tailor the call to the member's needs.

LET MEMBERS SERVE THEMSELVES

Give members self-service options for things such as checking account balances and hours of operation.

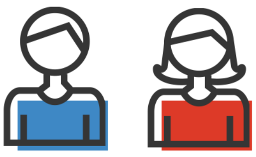


ROUTE CALLS EFFICIENTLY

Minimize hold times and transfers to different employees. This will reduce time and cost while improving the member experience.

ENCOURAGE PRODUCTIVE INTERACTIONS

Create a network of frequently accessed information or process so employees can quickly and easily serve members and resolve calls.



FOLLOW-UP WITH MEMBERS

Ask members for feedback on their call center experience. This is a great way to build satisfaction and identify areas for improvement. Don't forget to use the opportunity to notify members of account or status changes.

MEASURE FEEDBACK

Measure the productivity of your call center. There are plenty of metrics from which to choose — average handle time, service level, abandon rates and more. Create a benchmark as well as long-term and short-term goals.

Click here to learn about the ins and outs of popular call center metrics.

MAKE CHANGES

Use productivity measurements and member feedback to identify areas for improvement, then make changes accordingly. This will improve efficiency and member satisfaction.

Click here to learn how KEMBA and TruMark Financial monitor their call centers and make changes.

Source: www.CreditUnions.com

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the credit union company