

# TEST BANK



## REINVENTING YOUR Contact Center

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## Chapter 2

### Essay Questions

Keep your answers for each question to one paragraph. The first sentence should list the issues you will be addressing in the answer. You might want to use scrap paper when first starting to formulate your answers as you recall the important issues that will properly answer the question with the shortest amount of words.

1. Describe a part of the customer service chain and draw a picture of it.
2. Describe how contact center managers can use customer data to improve a company's bottom-line. Give three examples.
3. Define how technology can either motivate or demotivate contact center agents.
4. Describe 4 ways in which a contact center manager can enhance the performance of a contact center agent.

### Multiple Choice Questions

1. The customer service chain is:
  - a. a series of silver links that customers can hook together and hang on the wall.
  - b. made up of every direct and indirect source of potential interactions with all customers across the enterprise. \*
  - c. a franchise that caters to customer service.
  - d. not a necessary component for contact center managers to be concerned with.
2. What was the quote by Gandhi that is so important to thinking outside the box and not getting stuck in thought paradigms?
  - a. Technology is king.
  - b. Understand technology, then work on the people.
  - c. Search for the truth and you will find it.
  - d. \*Be the change you want to see in the world.
3. The point of including the list of important leaders in this book who did not understand the value of their invention or product was to show:
  - a. how stupid they were.
  - b. that companies do not understand the value of their own call center to the strategic business practices and how it can be used to make real time decisions based on facts vs projections and management forecasts. \*
  - c. that sometimes leaders make mistakes.
  - d. that things change over time.
4. Culture is important when considering a technology implementation because:
  - a. it is not really important.

- b. the employees may not be ready for the changes that need to be made to the business and may resist the change, making the project increase in cost, scope and timelines. \*
  - c. it is the new “thing” in consulting.
  - d. it can make a big difference to the vendor.
5. It is important to consider the functionality of the hardware and software choices because:
- a. the vendor can sell more to the company.
  - b. the vendor won't have to come back so often after it is installed.
  - c. the vendor can cross sell more products to the company.
  - d. a company needs to understand what they want the software and hardware to do before they buy it. \*
6. A company does not need to understand the work load and staff expertise in a technology implementation because:
- a. it does not matter if the staff has ever implemented a technology solution before.
  - b. you can hire external consultants to do all the work on the project.
  - c. this is not true because it does require a staff with expertise in business process mapping, software and hardware purchasing and project management to keep costs low, the project within scope and the timeline in tact. \*
  - d. most of the work on the project will be done by the internal IT department.
7. Business Processing Mapping involves:
- a. mapping out all the processes and services that the technology will provide. \*
  - b. getting out the maps to the local areas and finding out the best location for a customer contact center.
  - c. figuring out where the business strategy is headed.
  - d. having vendors tell the company what they should buy.
8. The price of a CRM implementation increases when the company has not done Business Process Mapping because:
- a. it takes a multi-disciplinary team working together to map out all the business processes, to then understand the change in the current service model and then design a new service model and order the right technology to accomplish the projected customer service goals. All of this has to be included in the cost because it takes manpower to make this happen, and requires that you pay either with employee's time or pay professional services company to do it for you. \*
  - b. the vendor sells the company technology it does not need.
  - c. the various departments in a company fight over what is really needed to reach the goals.
  - d. it does not increase.
9. The old way of approaching a technology implementation was to start with:

- a. process, technology and then people
  - b. technology, then people, then process
  - c. technology, process and then the people. \*
  - d. process, technology and then people.
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**True/False**

- 1. Eliminating market damage, decreasing turnover and improving the use of technology can improve the customer service chain.  
True
- 2. Facilities, IT, Purchasing, Finance, Quality Assurance and Manufacturing are some non-customer facing departments that have a direct affect on customers.  
True
- 3. There are only two basic views of the CRM database that are necessary for a company to function well.  
False
- 4. The contact center is the only customer-facing department in a company.  
False
- 5. It is best if all department use an integrated CRM database so the company is making decisions about its customers with the same information.  
True
- 6. Poorly integrated contact center technology really has no real affect on contact center agents.  
False
- 7. The best way to minimize turnover and gain productivity is to provide an environment and culture where employees feel satisfied.  
True
- 8. Knowledge is the “what to do” and “why.”  
True
- 9. Knowledge is the skill to know how to do it.  
False