

## **Session Summary**

### **Mark Peek**

#### **A Structured Approach to Improving Call Center Customer Satisfaction**

Positive customer feedback is key to knowing you delivered effective customer support. Customers are satisfied when they receive responses to their questions and/or problems. Positive answers are not always possible but timely thorough answers are a must. Vendors need to take a holistic view, not just a customer service training class. Change from product centric to solution centric problem solving (box versus network). Tellabs chose to partner with Kepner-Tregoe to drive the needed change. By resolving customer issues faster, more efficiently and more effectively to raise customer satisfaction we were able to move TL 9000 FRT metric from 40% to 98% in nine months. Customers must feel their issues have been heard, acted upon and resolved