

Keeping a Pulse on Your Customers

NomKa Call Centers are using Link-In, a new form of customer care management, to keep their clients connected to their customers.

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Call center companies continue to advertise the benefits of outsourcing, but few have kept a pulse on their customers. Outsourcing companies have maintained a weak pulse on customer satisfaction, as more and more customers are complaining about the level of service that call center companies provide. Companies, who have considered outsourcing, have opted against it because of fears of losing touch with their customers and their needs.

NomKa Call Centers is tapping into customer unhappiness with customer service, through a new management technique called Link-In. Link-In customer care management lessens the disconnect that currently exists between the customer and the company and maintains a pulse on customer concerns.

The style of customer care management focuses on making the call center an extension of their clients' business rather than a separate business that reports to their client. Link-In works through making the call center company as fully integrated to its clients as possible. Each client that is part of the call centers client base is given dedicated agents who only focus on that clients business products, and being continuously updated on changes in services and products. The personnel that are permanently designated to work for the company maintain customer service logs that track the main issues that customers are dissatisfied with. These logs are used to update their clients on items that customers would like to see improved in products and services. Link-In works to make changes in both the clients and call centers processes in order to meet the specific needs of the customer base. The strength of Link-In is in finding the weaknesses of each business process in meeting customer needs and making those changes.

NomKa Call Centers have integrated this model of customer care management to meet the current lack of call center accountability for low customer satisfaction. Kapil Bhasin, the VP of Operations says that this model of call center customer care, has helped their clients and their call centers work seamlessly as one unit. NomKa was able to integrate this model of customer care and to make changes to their systems, based on their clients' needs, partly due to their technology. Their VoIP telephone system allows them to modify their system to the point of having a customer, who has built a rapport with a customer service agent, have his calls always directed to that agent.

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