

SUMMARY

185 Customer Service Center of Shanxi Post is a call response and customer contact center. It employed CTI technology to integrate interactive automatic voice response equipment and operator service with a communication channel integrated with phone, fax, e-mail and Web. The integrated solution provides various inquiry, consultation, complaint and business handle phone call and Web services.

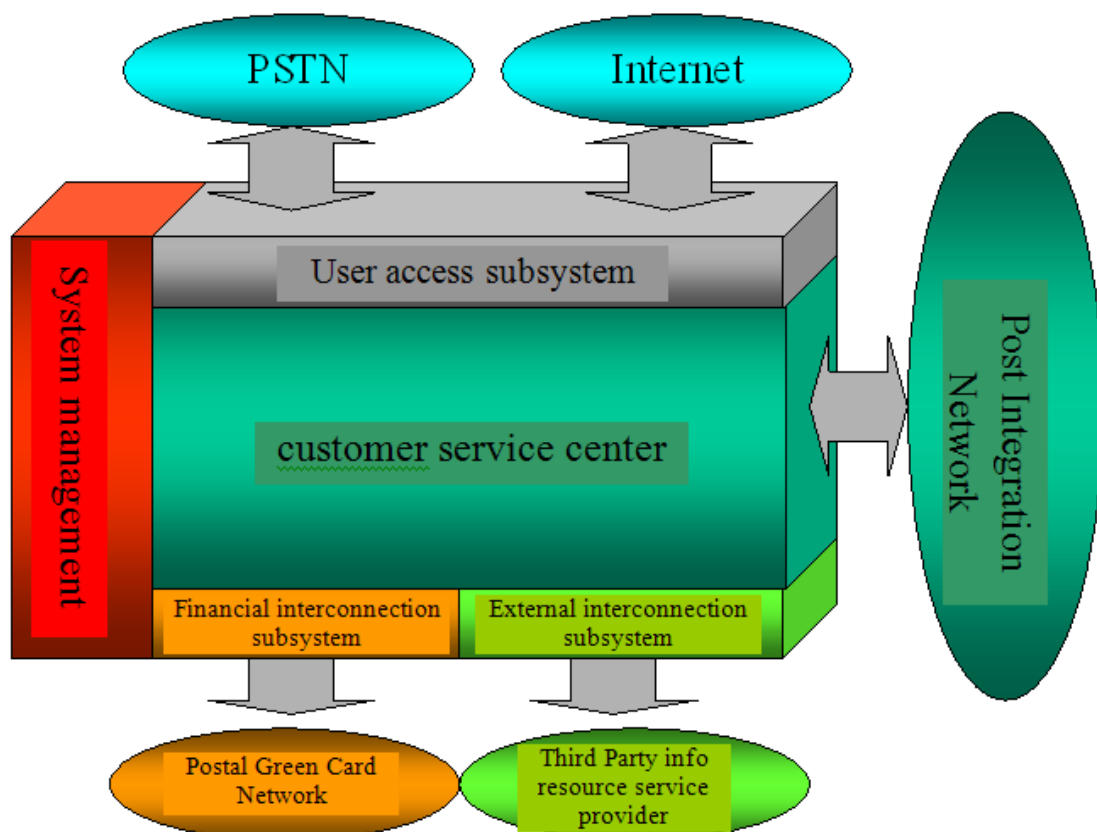
CHALLENGES

As an independent public enterprise after the split from the telecommunications bureau, Shanxi Postal is facing significant customer service enquiries and hence it needs an automated call response centre to handle these customer services.

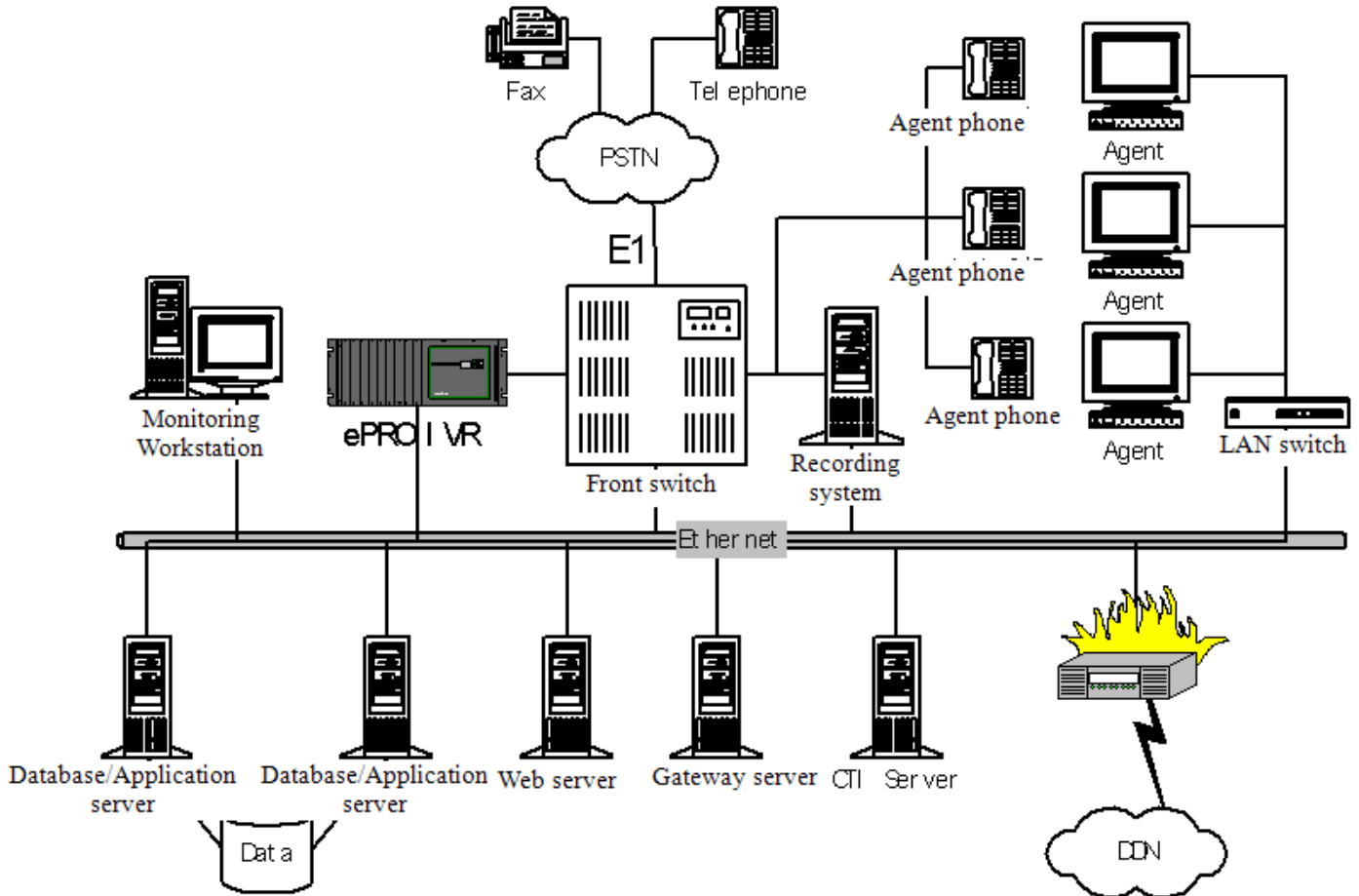
SOLUTIONS

Overall design model of 185 System, Shanxi Post is illustrated as follows. The system includes user access, customer service center, system management, and external resource interface.

- User access interface provides various access services for customers including phone, fax, Web access, etc.
- Customer service center provides customer services based on different media. The connection between customer service center and internal Postal Network allows sharing of data. Operation of call center is also monitored and supervised by operators on Postal Network
- System management provides monitoring and supervisory functions for overall system; external resource interface is the basis of external data business and some system value-added business. Shanxi Post can carry out those business, such as phone stock exchange, account payable of green card, phone banking, and so on.



The graph below is the topological graph for internal structure of call center system:



BENEFITS

The project achieved the goal of providing basic business, value-added business, website business as well as electronic exchange consultation in Taiyuan Post, Shanxi Province, which will result in improved operational efficiency.

CUSTOMER INFORMATION

Shanxi Postal Bureau was formed to provide supervision and management authority of postal post offices in Shanxi province. It is an independent public enterprise who is responsible for provincial post industry management, comprehensive construction and operations of provincial postal network and assume its own liabilities.

The Shanxi postal enterprise was incorporated after the split of postal and telecommunications industry, according to the policy of "Three Confirmation Plan" of Ministry of Information Industry and State Postal Bureau approved State Council in 1999.