

Statement of Needs: Contact Centre

Requirement	Current Thoughts on Satisfaction of the Requirement
Overall	<p>The points4life programme will require an integrated contact centre solution enabling the customer service agent (CSA) to answer and resolve phone, SMS, instant online chat and email queries from all audiences participating in points4life.</p> <p>The contact centre needs to be able to connect and access, in real time, data from the loyalty engine, the catalogue of goods and distribution and fulfilment services.</p> <p>Although other communication channels and information points will be established as part of the programme e.g. points4life website, SMS/text, cardholder welcome pack, catalogue of goods online and hard copy, it is expected that the contact centre will play a significant part in communications with cardholders.</p>
Audience	<p>The contact centre will be required to answer and resolve queries from all the audiences in the programme; private partners, health professionals, service providers and cardholders.</p>
Call /Query Types	<p>The contact centre will be required to answer calls on areas such as:</p> <ul style="list-style-type: none"> • points4life points balance enquiries; • mis-issuance/non issuance of points; • qualifying purchases made in a particular retail outlet; and • non-receipt of goods ordered from the catalogue of goods. <p>The contact centre will have the ability to satisfy queries on the phone, SMS, instant chat and by email. The contact centre will require the ability to take details of a query and then make more detailed enquiries to resolve a cardholder's questions.</p>
Enrolment	<p>The ability for a cardholder to enrol onto the points4life programme via the contact centre and fill in a lifestyle questionnaire is required.</p>
Points Redemption	<p>It is a requirement that the contact centre is able to take points redemption calls for goods and services from the catalogue of goods and process both points redemptions and cash supplementary payments through Visa/ Electron /Maestro/ MasterCard and Amex.</p>
Interactive Voice Response (IVR), Automatic Email Response Systems.	<p>The contact centre must utilise any tools or functionality that would enable them to deliver a more efficient and cost effective solution. However it is important that cardholders feel that they are dealt with at all programme touch points in a professional and personal manner.</p>
Dedicated or Non Dedicated CSA Team	<p>The requirement initially is for a non dedicated environment, however it is expected that as the cardholder base increases the environment will progress to a dedicated solution.</p>

Call Answering and E Mail Answering Service Levels	Standard call response levels such as a minimum of 80% of calls answered in 20 seconds or less and calls abandoned at no more than 5% are expected. Immediate e-mail receipt acknowledgement, response to non-complex queries within 2 working days and response to complex queries within 4 working days is required.
Customer Complaint/ Escalation Procedure	A full complaint/escalation procedure is required.
Management Reporting	Weekly/monthly/quarterly reporting on key contact centre performance metrics such as call/email volumes, response times, abandonment rates and complaint types will be required.
Opening Hours	As a minimum Monday – Saturday 9.00am – 5.00pm will be required.
Language Capability	The contact centre will need to be able to handle communications in multiple languages. The key languages for Manchester are Urdu, Chinese, Bengali, Arabic and Gujurati.