

Get Back In Queue!

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By Matt Brunk

Call just about any company call center. You've just reached their "killer app" and it's doing a great job at killing customer service, retention of customers and call center agents and leaving people feeling like they've been through a war zone.



"Wear them down and they will go away." That's the state of call centers today.

Queue them up and maybe they (callers) will give up- I spent over two hours in queue for a faulty router. I know it's bad, the customer knows it's bad and so does the factory. But no way am I going to short cut any process - so in queue I sit. I take other calls, respond to email, do a little research and even rob the cookie jar in the office kitchen.

Then to add insult to the injury of having listened to their music (some offer a choice) I get into another queue to get basic info that I can't find on the company website. Next, when I do get connected - the agent doesn't understand the question. After repeating the issue several times I start to forget why it is that I called in the first place.

Companies are great at offering a pay-to-get-out-of-queue card. Pay an extra fee and you will get expedited support - why not wait in queue for just one hour instead of two?

Queue times are at all time highs, agents are quitting, and many agents don't even know why they're there to begin with - "what's your purpose?" Is it any wonder that work is outsourced?

Cheap 800 and nearly non-existent long distance rates have cheapened not only the telecommunications industry but the service that is behind many a call center. Businesses have lost the process of customer support to too many layers of bungling customers around ineffectively while they think they are servicing the need, they are actually fuelling the desire to abandon doing any future business. Queue times exceeding a few minutes once meant something - no more. Ring someone's phone and if it's not answered in two or three rings what do you do? Exactly! You hang up. Call it "customer payback" only they're no longer your customers once they hang up.

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