



Benefits of conducting a call / contact

centre audit

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Two part series for the understanding of what a call centre audit is about and what are the potential benefits of conducting one. The first part of the series details the benefits of an audit whilst part two will cover the topic What is a contact centre audit, and explores some typical outcomes.

In this article we answer the question what are the outcomes or benefits of an audit?

We will also delve into some reasons why audits are not employed by centres, based on a survey conducted recently.

One might ask the question why the need for a separate contact centre audit when there are several functions already criss-crossing the centre with audits? The answer is that the call centre is a unique being within the organisation and that cross functional audits and other activities support the centre but often do not provide a complete snapshot of the centre at a particular point in time.

This business process, quite like any other functional audit i.e. finance, health and safety, must be structured and consistent. It must review the centre from end to end and must be conducted regularly, applying the same methodology each time.