

ISO 18295-2:2017-07 (E)

Customer contact centres - Part 2: Requirements for clients using the services of customer contact centres

Contents		Page
Foreword		iv
Introduction		v
1	Scope	1
2	Normative references	1
3	Terms and definitions	1
4	Client requirements for CCC service provisioning	1
5	Customer experience	2
5.1	General	2
5.2	Identifying customers' needs	2
5.3	Customer experience strategy	2
5.4	Customer access and contact strategy	2
5.5	Customer costs	3
5.6	Consistency of information	3
5.7	Customer protection	3
5.8	Ethical behaviour	3
5.9	Customer data	4
6	Client relationship with the CCC	4
6.1	General	4
6.2	Customer experience strategy	4
6.3	Customer access and contact strategy	4
6.4	Roles and responsibilities	4
6.5	Communication of information to the CCC	4
6.6	Operational processes	4
6.7	Forecasting and planning	5
6.8	Monitoring CCC performance	5
6.9	Customer feedback	5
6.10	Terms of service	5
Bibliography		6