

## MEMORANDUM

To: Dr. Erika Paterson, Instructor of English 301  
From: Lisa Liang, Student of English 301  
Date: November 9, 2019  
Subject: Progress Report for Reducing Commission for Complaints for Telecom-television (CCTS) Complaints at the Telus Call Centre in Burnaby

### **Audience**

This research report is intended for Jacquie Feichtinger, who is an operations manager at the Telus Burnaby call centre. After being reviewed by Jacquie, the report will then be reviewed by Anthony Narayan, a senior business analyst at Telus, who is in charge of implementing changes to call centre procedures.

### **Purpose**

Commission for Complaints for Telecom-television (CCTS) is a private sector that investigates and resolves customer complaints from all telecommunication companies across Canada. The recent increase in CCTS complaints has been increasing the company's expenses and decreasing customer rating. If this increasing trend of CCTS complaint continues, Telus will lose their competitive edge against other service providers. The current procedure at the call centre only allows customers to be transferred to a manager when customers have explicitly requested for a manager. However, calls that do not end up being transferred to managers leads to unresolved customer issues which then eventually leads to customers filling complaints with CCTS. The purpose of this research report is to reduce CCTS complaints via implementation of a CCTS prevention team within the call centre.

### **Significance**

With the recent increase in CCTS complaints, it is beneficial for Telus to take extra steps to resolve customer, before the customer escalates the issue to CCTS. By implementing a CCTS prevention team in the call center, this will give Telus employees to resolve issues at hand in a timely manner. The decrease in CCTS complaints will not only improve customer reviews and recommendations, but will also lower company's compensational expenses.

### **Research Plan**

- Research underlying reason of CCTS complaints filed by Telus customers
- Analyze mid-year reports on CCTS website for common trends
- Survey front line agents for common customer complaints
- Survey managers for commonly received escalation cases
- Compare complaints received between front line agents and filed complaints at CCTS

- Compare complaints received between managers and filed complaints at CCTS
- Compare complaints received between front line agents and manager
- Research the percentage of customers who spoke with Telus managers, but still decided to file complaints with CCTS to see if the implementation of the prevention team will possibly reduce CCTS complaints

## Writing Schedule

November 13: Research underlying reason of CCTS complaints filed by Telus customers

November 15: Analyze mid-year reports on CCTS website for common trends

November 20: Survey front line agents for common customer complaints

November 21: Survey managers for commonly received escalation cases

November 25: Compare complaints received between front line agents and CCTS complaints

November 26: Compare complaints received between managers and filed complaints at CCTS

November 27: Compare complaints received between front line agents and manager

November 28: Research the percentage of customers who spoke with Telus managers, but still decided to file complaints with CCTS to see if the implementation of the prevention team will possibly reduce CCTS complaints

November 30: Compile data and create charts/graphs for analysis

December 4: Rough draft of research report completed

December 19: Formal report due

The above schedule includes surveys that will be sent to front line agents and manager. Links of these surveys can be found below, along with CCTS mid-year reports which will be used to compare survey results.

Survey for Front Line Agents: <https://forms.gle/2qUyCJ6BTdRLVoyp8>

Survey for Managers: <https://forms.gle/2VT1uFmZ9StopQ7L7>

CCTS mid-year reports: <https://www.ccts-cprst.ca/codes-stats-and-reports/ccts-reports/annual-and-mid-year-reports/>