



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

Student Name	Omar Abullah Al Doukhy.....	اسم الطالب
Students I.D	 2021200515	الرقم الجامعي

Section

Master

Date

Thursday

18 / 03 / 2021.

Course Code

(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس ٢٠-٠٥-٢٠٢١ في تمام الساعة ٩ مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion ، وأخيراً المراجع References . وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط ١٢.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر line spacing 1.5
- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: Eng. Amaal Aburumman

Project:

You are required to document your role in administering a project. The project may be set in a business, social, sporting, or family environment but must be of a significant size and scale. If you do not have an actual project to write about you may complete the project hypothetically. **This report will be between three to six pages in length.** This is a significant research project.

Your report must address each of the following issues:

1. Identify and describe the purpose, scope, and objectives of the project. **Display this information using an appropriate tool.**
2. Describe how the team is given an outline of the project.
3. Describe the strategies that are going to be set up to maintain communication with the team members.
4. Describe the tools that are going to be used to monitor the goals, time frames or milestones.
5. Identify project milestones and activities. **Display this information using an appropriate tool.**
6. Create a budget and link the costs to the key milestones for a project.
7. Describe how you are going to divide tasks and resources amongst a project team. **Display this information using an appropriate tool.**
8. Briefly describe how the progress will be monitored.
9. How are current project records maintained? Who has responsibility for this? provide some recommendations on how this process could be improved.
10. Describe the current procedure for finalizing projects. Create your own procedure and identify how you will evaluate the success of the project.
11. Legislation that may affect the project including health and safety, and anti-discrimination legislation.

Best of luck...

المشروع:

مطلوب منك توثيق دورك في إدارة مشروع. قد يتم تعيين المشروع في بيئة تجارية أو اجتماعية أو رياضية أو عائلية ولكن يجب أن يكون بحجم مناسب. إذا لم يكن لديك مشروع فعلي لتكتب عنه ، فيمكنك إكمال المشروع افتراضياً. سيتمكنون هذا التقرير من ثلاث إلى ست صفحات .

يجب أن يعالج تقريرك كل من القضايا التالية:

١. تحديد ووصف الغرض والنطاق والأهداف من المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
٢. صف كيف يتم إعطاء الفريق مخططاً تفصيلياً للمشروع.
٣. وصف الاستراتيجيات التي سيتم وضعها للحفاظ على التواصل مع أعضاء الفريق.
٤. صف الأدوات التي سيتم استخدامها لرصد الأهداف أو الأطر الزمنية أو المعالم.
٥. تحديد معالم المشروع والأنشطة. اعرض هذه المعلومات باستخدام أداة مناسبة.
٦. إنشاء ميزانية وربط التكاليف بالمعالم الرئيسية للمشروع.
٧. صف كيف ستقوم بتقسيم المهام والموارد بين فريق المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
٨. صف بإيجاز كيف سيتم رصد التقدم.
٩. كيف يتم الاحتفاظ بسجلات المشروع الحالية؟ من المسؤول عن هذا؟ تقديم بعض التوصيات حول كيفية تحسين هذه العملية.
١٠. وصف الإجراء الحالي لإنهاء المشاريع. قم بإنشاء الإجراء الخاص بك وحدد كيفية تقييم نجاح المشروع.
١١. التشريعات التي قد تؤثر على المشروع بما في ذلك الصحة والسلامة ، وتشريعات مكافحة التمييز.

مع تمنياتي بالتوفيق..

Call Center Operation Company

Introduction

My project is to rent a place to start our company which is call center operation for medium and small companies in the beginning. The goal to start an operation center which receive calls from customer from different company and solve their problem and answer their requires. As I am the owner of the company who follow the instruction process and monitoring also to find solution to any further risks.

We (I and other partners) are in the initiation phase and we already set feasibility study. We are looking for building office to set our company then we follow up with government's department to end the required documents.

We will write in this research the important of call center operation for companies, setting quality assurance for the business. Because the quality will satisfy the customers then the companies will consider to deal with us to handle their customers.

I aim in this research to study call center operation company, it's project process and how it will operate later.

Literature Review

The quality is so important to stand up in call center business. It is require for companies and show respect to the customers.

The quality assurance program enables anchor agencies to provide best in class customer service to both its own customers and those of their customer agencies by reviewing call center agent performance in a standard way on a regular basis. While the primary goal is to assess agent performance and identify agent development opportunities, the results of the quality assurance procedures within this manual may also be used to assess customer satisfaction, improve training programs, and enhance knowledge base content. (ANDREW M. CUOMO, 2015)

When designing the overall form, organize the sections according to the order and flow of the call for easy use and speedy completion. Common sections that follow a logical order, along with associated behaviors, are listed in the table below:

1. Opening	2. Discovery
• Uses standard greeting • Verifies customer account • Updates customer information • Offers assistance	• Clarifies purpose of call • Asks fact-finding questions • Identifies correct nature of call
3. Resolution	4. Closing
• Matches best option to need • Explains delivery schedule • Follows resolution procedure • Promotes additional services	• Summarizes actions taken • Offers additional assistance • Thanks customer for business

(Paper, 2010)

Methodology

We will metric our quality by three steps

- 1- Protocols: we will set quality protocols with stakeholders such as open protocol, end call protocol and sympathy protocol. Depends on each company, we will choose the kind and form for protocols. Quality team assurance should listen to call randomly and evaluate the call and follow up the protocols.
- 2- The Offered services: each company order specific services to offer to their customers. So, we will have an internal website for each company used by agents. Quality assurance will evaluate the correctness and the accuracy of service which offered to the customers.
- 3- Customer's surveys: all customers will have survey after the call for three question: FCR (First Call Resolution), APA (Agent Performance and Attitude) and CSAT (customer Satisfaction)

Result & Discussion

I made a questionnaire about quality's importance for customer and 389 people response. Here is result.

#	الأستبيان	أوفق بشدة	أوافق	غير متأكد	أرفض	أرفض بشدة
1	كعميل هل يهتمك جودة المنتج؟	127	160	62	24	16
2	كعميل هل يهتمك جودة الخدمة المقدمة من موظف خدمة العملاء؟	156	144	42	32	15
3	كعميل هل يهتمك المعلومات التي أفادك الموظف بها عن الخدمة حتى التي تزيد عن رغباتك؟	190	120	54	16	9
4	كعميل مامستوى رضاك عن الموظف المهذب الذي لم يخدمك بشكل المطلوب؟	175	138	41	31	4
5	كعميل مامستوى رضاك عن الموظف الذي خدمك بشكل كامل لكن بأسلوب غير مهذب؟	114	165	56	40	14
6	كعميل هل جودة الخدمة أفضل لديك من سرعة الخدمة المقدمة لك؟	34	33	49	136	137
7	كعميل اتصلت بخدمة عملاء من اجل استفسار عن معلومة, هل تفضل أن تسمعها بدون اتباع ابرتكولات المنظمة؟	90	107	74	76	42
8	كعميل قديم لدى المنظمة, أنت لا ترغب بالإستماع إلى سياسة المنظمة التي لم تتغير.	232	119	23	11	4
9	كعميل هل يهتمك معرفة إسم الموظف الذي يقوم بخدمتك؟	327	52	5	0	5
10	كعميل هل يهتمك استخدام الموظف أسمك أثناء المكالمة؟	349	35	1	0	4

Survey (1)

From previous study, we can figure customers' view of quality which we will focus in our organization to satisfy our clients. 1st survey, show us 74% of response consider the quality of product. That is mean we should the clients' services and product before we deal with him. 2nd survey, 77% of response wants a great service from the agents.

That is mean our part is giving high service with high quality. 3rd survey, 80% of response consider the information which was given by our agents. The Quality team will evaluate the accurate and the correctness which will given by the agents. 4th survey, 80% of response let us consider the agents' attitude. 5th survey, 72% of response wants to full and completed services. The Quality team also evaluate this kind through the call. 6th survey, 17% of response prefer Quality than speed of answer while 70% prefer the speed. 7th survey, 51% of response want full information even unneeded on other hand 30% want the needed information only. 8th survey, 90% of response don't want to hear old and unusual information. Number 7 and 8 show us how to arrange our information before let our agent tell the customers. 9th survey, 97% of response want to know the agent's name. 10th survey, 99% of response feel good when agent use their name during the call. Number 9 and 10 show us how to use sympathy during the call.

Quality team will use the above survey to set quality form. As we already concern the quality will metric by three steps. 1st step is the protocol, survey 4, 7, 9 and 10 are helpful here. 2nd step services, survey 2, 3, 5 and 6 are helpful here. Step 3 is survey, after the call the customer will receive three questions. 1st question is FCR and it ask the customer if he get the service or the request during the call. The answer will be yes or no. 80% of the survey should be yes. Otherwise, we have problem then floor manager and training team should work together to enhance the result. 2nd question is APA and it ask the customer if he find the agent is polite and skilled. The answer will be yes or no. 80% is the require target otherwise floor manager and supervisor work to together regard it. Also it will escalate to head administration and HR when it is so low or agent are rude. 3rd question is CSAT and it ask the customer how much are you satisfy of the service. The answer will be from 1 which is no happy to 5 which is very happy. It will calculate by 4 and 5 are 80% or above. When we don't reach the target, we and the client should set in a meeting and talk about it. The percentage is changeable as clients' require, government's request and international's target. E.g., FCR for healthy organization should be upper 90% and for business organization should be upper 80%.

References

ANDREW M. CUOMO, S. J. (2015). Quality Assurance Manual. New York: Human Services Call Center.

Paper, N. I. (2010). Call Center Metrics. North American Quitline Consortium.

Survey (1) <https://forms.gle/kdz8SieqsLMZz2Em8>