

Member Support Information Services

Mission Statement:

"To provide our customers information to assist them in managing Call Center resources".

Within that context, help Call Centers to achieve consistency where common goals for the enterprise have been identified by senior management.

Information

Stands alone, is readable without (or with very little) interpretation.

Is a call to action for management, supervisors, or reps showing them areas that need attention.

Supports a decision process.

Is usable in its existing format (doesn't require further manipulation, but doesn't preclude it either)

Targeted/tailored for the audience receiving it.

Is published in a meaningful cycle (so as not to overwhelm or starve the end user).

Does not require, if avoidable, a third party product to be displayed or printed.

Must be tested and reliable; auditing using alternate methods to verify is a must.

Is published using the technology wherever possible to simplify and speed delivery.

Is not to be confused with data.