

ABSTRACT

In the global economy, which is running with tremendous speed, contact centers are important components of business interaction with existing and potential customers, as a contact center makes the customers easy access to the company and allows them to do business around the clock.

This project is the study of application of a contact center system for life insurance businesses. The study begins with the business needs for implementing contact center system, which is based on the requirement from Ayudhyaallianz C.P. Life Insurance PCL. This part analyzes the problems that happened before implementing a contact center system and describe it regarding key roles of contact center system that can solve these problems. This analysis of business requirement make the company know and understand the customers and their needs and leads to a better improvement for the whole contact center system development.

The next part concerns contact center system development. The details show the contact center system implementation approach by using the contact center solution with the technology. The main hardware consists of telephony server, contact center application server connect via TCP/IP LAN. Starting from PBX to ACD, and CTI plus unified information and messaging technology, including IVR that enables quick and easy routing of all customers to allow self-service and give them supports with fewer agents thus reducing operating costs. Moreover, this part also includes cost/benefit analysis that show a contact center can help the company save annual operating cost and reduce time. This benefit will help before the company decides on a contact center system.