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call centres and communication centres all fall under a larger umbrella labelled as the contact centre management industry. This is becoming a rapidly growing recruitment sector in itself, as the capabilities of contact centres expand and thus require ever more complex systems and highly skilled operational and management staff.

The majority of large companies use contact centres as a means of managing their customer interaction. These centres can be operated by either an in house department responsible or outsourcing customer interaction to a third party agency (known as Outsourcing Call Centres).

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The call centre today is filled with technology. From the moment the customer picks up the phone to the resolution of the call, many different technologies come into play. A critical function in every call centre and quitline is the effective management of these technologies, including acquisition, implementation, and ongoing maintenance and management. These technologies are generally grouped as call delivery (including telecommunications infrastructure), call handling, and call centre management tools.

Reporting and Communications

One of the components driving the call centre operation is information. An effective flow of communication is needed between customers and the centre, between the centre and other business units, and within the call centre itself. Many different types of reports need to be generated every day to show the performance of the centre as well as that of individuals. Therefore, reporting and communications is another essential function of call centre operations.

Financial Management

There is an array of costs associated with running a call centre operation. Given the third-party operation of quitlines for funding organizations, there is much emphasis on financial management to ensure the resources in the quitline are being used effectively.

2.3 TECHNOLOGIES

Call centre technologies include speech recognition software to allow computers to handle first level of customer support, text mining and natural language processing to allow better customer handling, agent training by automatic mining of best practices from past interactions, support automation and many other technologies to improve agent productivity

customer service. Training Department is responsible for working out the future development plan of company, and providing necessary training for employees as far as possible.

- 2) Roles of Call Centre: According to staff functions and departments of call centre, we can divide staff of call centre into several roles, as shown in the table below

SEQUENCE	NAME	FUNCTION
1	System Administrator	maintains the whole system
2	General Manager	CEO of the call centre
3	Personnel Minister	view and manage all the personnel information and all the department
4	Personnel Administrator	maintain the personnel information
5	Remuneration Administrator	manage the remuneration of employees
6	Quality Manager	Make quality control plan, arrange quality controllers, work
7	Quality Controller	execute quality control plan
8	Training minister	make training plan according to requirement
9	Training Lecturer	execute staff training
10	Scheduling Administrator	make staff scheduling
11	Project Minister	manage all the projects
12	Project Manager	manage a project
13	Class Monitor	manage a class

14	Group Leader	manage a group
15	Employee	agent, answer the phone

- 3) **System Functional Requirement:** The goal of the call centre management system is to integrate all the resources to provide perfect management mechanism. The system should integrate all the management subsystems that business requires. It is able to combine all the data perfectly via computer hardware and software technology, telecommunications, Internet and other technologies. It is able to statistics, analysis and processing all the data, to guarantee standardized management and scientific decision-making of the call centre. And it is able to ensure the informatization and intellectualization of call centre management. Ultimately, it is able to integrate and coordinate various functions of the call centre, and to achieve minimum costs and maximum profit.

3.2.2 Detailed Design

According to business and functional requirements of large-scale call centre, we divide the call centre management system into several functional modules as follows:

1. **System Management:** Including department management and authority management. For the convenience of using the system, we added a data dictionary sub-module. We put the conventional data into the data dictionary to make the system convenient to use. This module is primarily for system administrators.
2. **Personnel Management:** Including staff archives management, staff demission management, staff deployment management, and personnel reporting system. This module is primarily for personnel administrators.

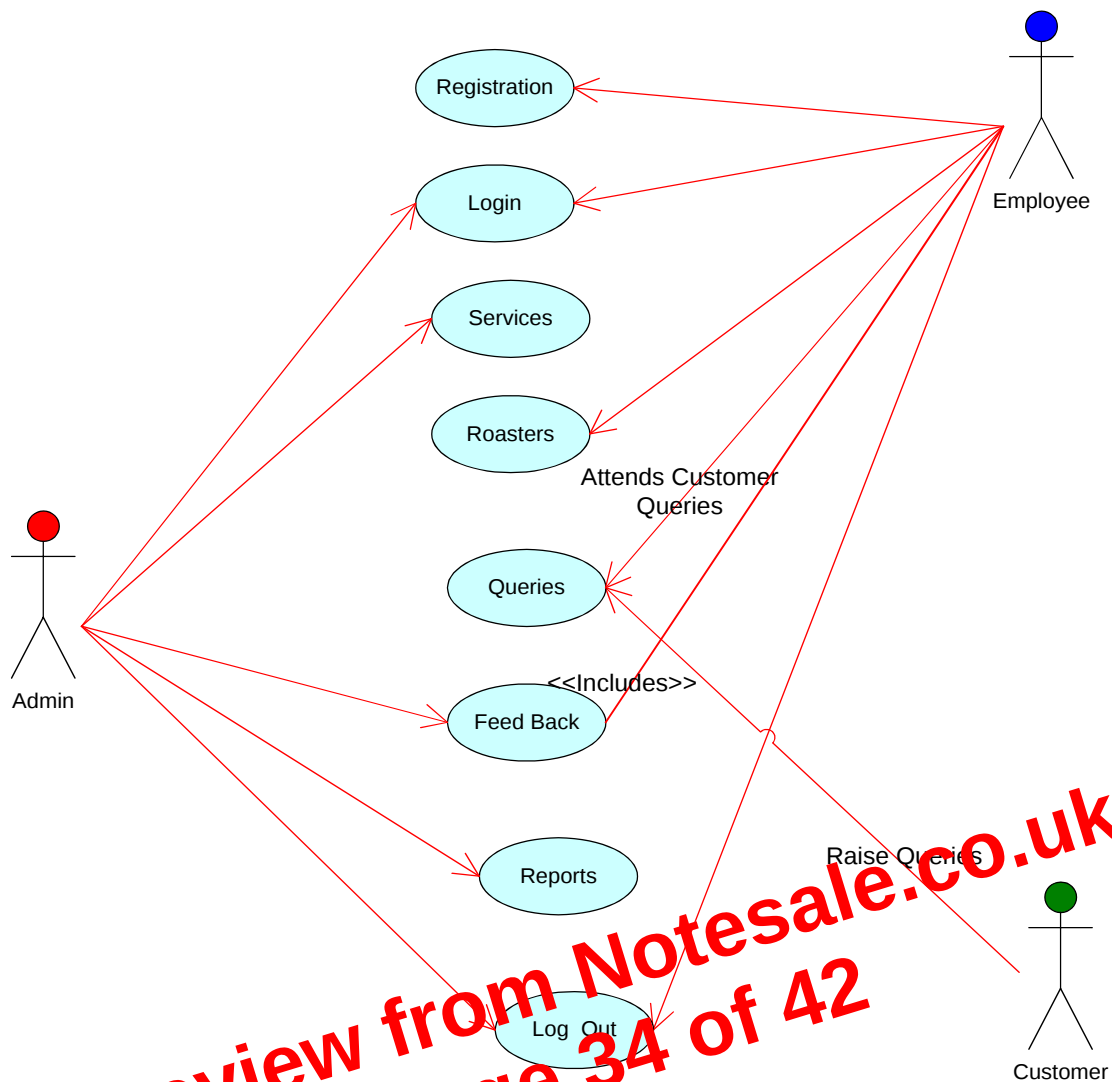


Fig 3.2.1 Overview Use Case Diagram

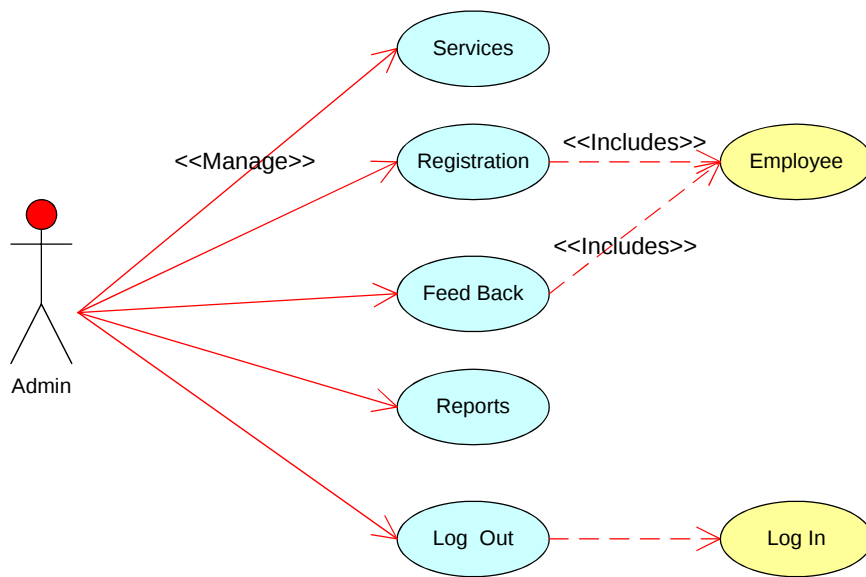


Fig 3.2.1.1 Admin Use Case Diagram

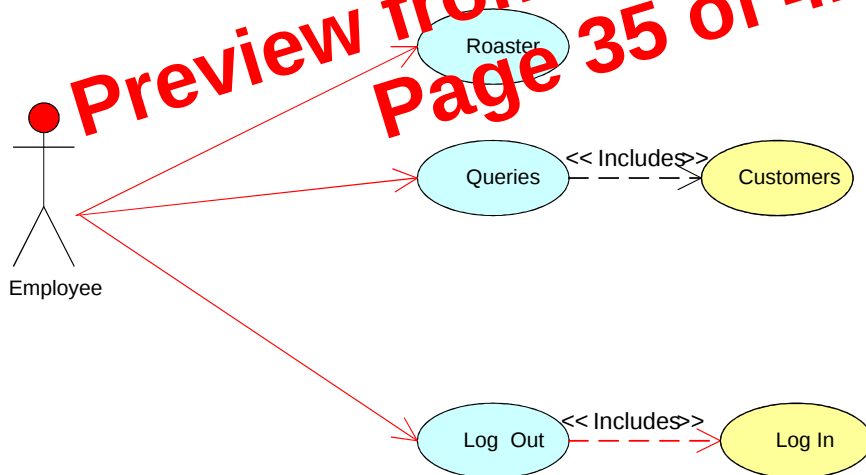


Fig 3.2.1.2 Employee Use Case Diagram