

The SARS CC - Journey [2003- 2010]



SARS establishes a single 0860 channel for all telephonic queries

2003



SARS adopts Modernisation Agenda

Prioritise Contact Centre Tools:

- 1. Dashboards**
- 2. Reports**

2008



Four Contact Centres move to co-located areas

Dynamic IVR + Self Service

Customer Satisfaction Surveys

2009



Contact Centre adopts Tiered Model

Knowledge Base for scripted queries

2010

The SARS CC Journey [2011 and Beyond...]



Blended Solution

Debt Management

**Integrated Resource
Optimization**

Repeat Call Escalation

2011



**In-House Recording
Studio**

IVR Builder

Help-You-eFile

In- house Quality Tool

**Customer
Segmentation - LBC**

2012



Remote Virtual Agent

**Agent Performance
Dashboard**

**Customer
Segmentation –
Customs**

2013



IVR Call Back

**Integrated Debt
Management**

**Integrated Complaints
Management**

2014