

What is a Customer Service Record or "CSR"?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

What is a Customer Service Record or "CSR"?

By Robert Potter

What is a Customer Service Record or "CSR"? by Robert Potter

No telecommunications audit or cost-reduction study is complete without a thorough review of local service records – commonly referred to as the "Customer Service Record" or "CSR".

While a simple review of telecom bills can reveal cost-saving savings opportunities, Customer Service Records contain very specific information and data. Most suppliers will release a copy of a CSR when requested by a customer or auditing firm on their behalf.

What is a CSR?

A CSR is a copy of how your telephone records appear in the telephone company's database. It contains information about each separate line charge (i.e. type of service, federal access charge, number portability charge, calling blocks on the line, 911 charge, etc.) that encompasses your monthly service charge on your bill.

In addition, a CSR reveals the service location of the account, the billing address, additional directory listings, PIC designations, hunting order, features that are being charged and on which line these features appear, calling plans that may include monthly charges, and taxes applied to each of the items on the record.

"Customer Service Record" is the most commonly used term for the internal record of your account. Others may include a "2733" or "PBX/Key/Multiline" record. (SBC) Some LECS use the term "Service Record" or "Billing Services Record" while others have no record at all. These would include the Mom and Pop telephone companies and CLECS. They can usually type them manually with the information you request.

Universal Service Order Codes (USOC)

Customer Service Records are written in codes, commonly called USOC, or Universal (or Uniform) Service Order Codes. These codes are literally a foreign language to most, so allow yourself plenty of time to become familiar with the USOC codes used by your local carrier. A more in-depth discussion of USOC codes will be discussed in a future issue of this newsletter. At TelCon Associates, we've

What is a Customer Service Record or "CSR"?

developed a database of over 10,000 USOC codes. CONTACT US for information on this valuable auditing resource.

The Four Main Sections of the CSR

A typical CSR is divided into four sections: The Header Record Section, the List Section, the Bill Section, and the S&E Section. Below you'll find a summary of what each section contains.

The Header Record Section

This Header Record section is found at the top of the CSR, and details information about the CSR and the account itself. While CSR's do not always contain identical information, generally the header

section will include: the print date, billing period, directory, class of service (business or residential), customer identification code, account number, USOC code and quantity of service items, description of service, unit rate, total monthly charge, and tax.

The following two sections of the CSR contain important information about your company.

The List Section

The List section identifies whether or not the account is listed in the white pages of the telephone directory, as well as how the listing reads. Ironically, there is an extra charge for non-published listings, unless there is already another account listed at the same service address. The code NLST indicates that it is NOT listed in the the telephone directory although it still may be listed with directory assistance operators. SIC defines the service industry for proper Yellow Pages headings.

The Bill Section

The bill section of the CSR includes: bill name (BN1), bill address (BA) and tax area (TAR) for the account. The billing address is oftentimes different from the bill name.

The Service and Equipment Section

This section is the most important part of the CSR. Since this area lists all charges associated with each phone line, the bill section is also the area where USOC and nomenclature translations are necessary, in order to identify the exact line items. It is this area of the CSR where you will spend the bulk of your auditing time.

Obtaining and reviewing CSR's is an important part of the telecom auditing process. A thorough job can be a time consuming and tedious, but the cost savings and increased efficiency is well worth the time and effort.

Robert Potter is Vice-President and senior consultant of TelCon Associates, a 30 year old telecom consulting and management firm. TelCon Associates helps companies gain control and reduce telecom/IT spending through a guaranteed cost-reduction consulting process.

Customer Service: Stop Sabotaging Your Customer Relationships

By Lora J Adrianse

If you've called for customer service recently you're familiar with this recorded message "This call may be recorded or monitored for quality purposes." I immediately think to myself, "Oh great, here comes the game of 20 questions."

Now don't get me wrong. I spent many, many years training Customer Service Reps. (CSR's). I'm all for making sure customers receive the best possible service. What I'm not for is the pre-scripted list of questions CSR's are required to ask, regardless of whether they are applicable to the situation at hand. I've seen some checklists with as many as 25 pre-scripted "call quality" standards that CSR's are required to use. If they don't, and someone happens to monitor the call, they get marked down. Ludicrous I say!

Let me give you a few highlights from a recent call I made to my well-known auto club:

CSR: What is the year, make and model of your vehicle?

Me: 2000, GMC, Yukon, Denali

CSR: There is no 2000, GMC, Yukon, Denali (obviously it couldn't be found in her list of computer options so she needed to tell me I was wrong)

Me: Yes there is, I drive it every day

CSR: What's wrong with your vehicle?

Me: I don't know. It won't start.

CSR: Does it need to be towed or jumped?

Me: I don't know. I don't know what's wrong with it.

CSR: Well do you think it needs to be towed or jumped?

Me: I have no clue.

CSR: Where is your vehicle?

Me: In my garage.

CSR: Can you push it out of the garage into the driveway or the street?

Me: No. It's a full size SUV. I can't push it anywhere.

What is a Customer Service Record or "CSR"?

CSR: Is there another way you can get it out of the garage?

Me: No. It won't start.

Eventually, after I'd jumped through enough hoops, the call finally ended.

Chances are it wasn't the CSR's idea to get her laughs for the day by asking me stupid questions. Instead, her own company sabotaged her ability to quickly and efficiently take care of her customer, by requiring she use a scripted questioning process.

What Could Have Gone Better? For starters, rather than telling me that the make and model of my vehicle didn't exist, she could have said that she was having trouble finding it in her database, and then asked for verification. Next, instead of asking me twice about whether the truck needed to be "jumped or towed", she might have asked if I had any ideas about what could be wrong with it.

And finally, considering that she already knew the vehicle wouldn't start, asking a woman to push a truck out of a garage seems a little unreasonable.

What Needs To Change? First, re-think your call quality standards. You may have too many standards; they may be too focused on internally created "shoulds", with very little focus on what matters most to your customers. Involve your CSR's and customers in the process.

Secondly, empower and train your CSR's to think, act and personalize service to best accommodate the given situation. One size does not fit all, or even most! Teach your CSR's how to recognize different communication styles, and then how to adapt their personal style so they can best relate to the customer as an individual. In other words, teach CSR's how to treat customers how **THEY** want to be treated.

And thirdly, continually ask for feedback from CSR's as well as customers. Make time to find out what's working and what's not working. Pay attention to what they have to say. Make ongoing improvements that benefit everyone. Repeat the cycle.

Companies spend thousands, if not millions of dollars each year to acquire new customers, yet sometimes they forget about how to best take care of the customers they already have.

Everyday your customers and your CSR's make decisions about whether to stay with your company or go to your competitor. Loyalty is built on good, solid relationships. Your company relies on the loyalty of your CSR's to service your customers. And great customer service can set you apart from your competition. Take action now! Stop sabotaging those relationships with unnecessary standards that don't really matter to your customers. Your customers and your CSR's will love you for it.

As the owner of Essential Connections, Lora Adrianse is a catalyst for clients who aspire to create dynamic business relationships with their colleagues and customers. She authors a free monthly newsletter, "Relating@Work". Go to her website to subscribe now!

What is a Customer Service Record or "CSR"?

Customer Service: Stop Sabotaging Your Customer Relationships

DialResults Lowers Costs on Multi Site Call Centers or remote agents through use of IP Technology:

Customer Service – A Lost Art?

Live Chat Increase Sales!

Customer Satisfaction

Stamp Collector Software

Postcard Collector Software

Web Audio Plus Software

How to Gain and Retain More Customers

Instant Split Commissions



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!