

Example of frontline and internal computer workforce essay

[Business](#), [Customers](#)



The frontline computer workforce refers to the group of workers that customers meet at a company's help desk. This group of workers handles calls from customers and tries to solve the technical problems they are experiencing, or they redirect them to internal technician (Timm, 2011). They handle pre-sale problems from potential customers on product usage and any technical confirmation. Efficient handling of the pre-sale problems ensures the organization gets a higher probability of making a sale to the potential client. After making purchases, customers are given the help desk phone number to report any problems on usage of the products. The frontline computer workforce carries training seminars on potential or existing customers on organization products (Chaston, 2004). Tailoring training sessions according to customers' needs improves their satisfaction while at the same time ensures they remain loyal to the organization.

The internal computer workforce supports workers and internal customers within an organization in solving technical related problems. The workforce has administrative rights to access problems logged in databases concerning internal customers and employees. Technicians are charged with the responsibility of updating their customers on problems they are handling. Providing updates improves the clients' confidence towards the organization. Personnel in the internal computer workforce are supposed to follow up on the satisfaction of the customers on the services offered. They are charged with the responsibility of training employees on using new technologies and identifying challenges faced in adapting to change in computer operations within the organization (Frenkel, 1999). The training ensures employees in other departments can handle customers' problems correctly and effectively.

The training on employees improves on their job satisfaction leading to improvement in quality of services offered.

References

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