

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

الآية

قال تعالى:

اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ (١) خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ (٢) اقْرَأْ وَرَبُّكَ الْأَكْرَمُ (٣) الَّذِي عَلَّمَ بِالْقَلَمِ
(٤) عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ (٥)

صدق الله العظيم

سورة العلق " ١-٥ "

DEDICATION

To those who taught me how to think, how to decide, and how to persist.

To Each moment they gave me their support, care ness, and love....

To My family and the soul of my lovely Dad...

To My friends...

To Each person waiting for me to appear in his life....

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My great full thanks to Allah for giving me the health and *strength to accomplish this study.*

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Thanks to my lovely family, friends and colleagues for their support and encouragement.

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ABSTRACT

This study aimed to find solutions for the high turn over in contact centers –MTN Sudan as an example - and also how to keep contact center employees satisfied and the role of the top management regarding this issue.

The key ingredient in a call center's operational efficiency is labor; a model applied to an actual call center situation MTN Sudan with adjusted data and discussed the managerial implications.

Study was analytical in nature and questionnaire was used to collect data which is collected from 30 contact center agents with different work experience, statistical analysis of (SPSS) used to test the hypothesis. As a result of the assessment contact center agents are not satisfied with the salaries and the job is a step to work in the organization, furthermore and relevant to the recommendations and suggestions to satisfy the contact center agents and decrease the turn over rate.

مستخلص الدراسة

هدفت هذه الدراسة الي ايجاد حلول لخفض معدل الاستقالات بمراكز الاتصال بشركات الاتصالات -شركة ام تي ان السودان- كنموذج ودور الادارة العليا في ارضاء موظفي مركز الاتصال .

طبيعة الدراسة تحليلية وتم استخدام الاستبيان لجمع البيانات من (٣٠) موظف من موظفي مركز الاتصال بسنوات خبرة مختلفة ، قدمت نتائج الدراسة بعد التحليل الإحصائي بواسطة برنامج (SPSS) لاختبار الفرضيات. كانت نتيجة التقييم أن موظفي مركز الاتصال غير راضين عن الرواتب ويعتبرون ان وظيفة مركز الاتصال سلم لدخول الشركة، اضافة الي ذلك قدمت توصيات و مقترحات لارضاء موظف مركز الاتصال وتقليل معدل الاستقالات.

Table of Content

Content	Page
الاية	I
DEDICATION	II
ACKNOWLEDGEMENT	III
ABSTRACT	IV
ABSTRACT IN ARABIC LANGUAGE (مستخلص الدراسة باللغة العربية)	V
TABLE OF CONTENT	VI
LIST OF TABLES	VII
LIST OF FIGURES	VIII
ABBREVIATIONS	IX
CHAPTER ONE: 1. INTRODUCTION	1
1.1 PROBLEM STATEMENT	1
1.2 RESEARCH OBJECTIVES	3
1.3 SPECIFIC OBJECTIVES	4
CHABTER TWO: 2.LITERATURE REVIEW	5
2.1 QUALITY MONITERING CRITERIA AND GUIDELINES	7
2.2 MONITER,TRACK,AND RECOGNIZE IMPROVEMENT	9
2.3 WHAT YOU CAN DO TO PREVENT PREMATURE EMPLOYEE TURN OVER	10
CHAPTER THREE: 3. MATERIALS AND METHODS	15
CHAPTER FOUR: QUESTIONNAIRE DESIGN	17
CHAPTER FIVE: RESULTS	18
CHAPTER SIX: DISCUSSION,ANALYSISAND INTERPRETATION OF RESULTS	38
CHAPTER SEVEN: CONCLUSION AND RECOMMONDATION	45
REFRENCES	46
Appendix	48
Questionnaire	49

LIST OF TABLES

Figure	Page
Table (4-1): The frequency distribution for the study respondents according to the Gender	18
Table (4-2): The frequency distribution for the study respondents according to the age	19
Table (4-5) The frequency distribution for the respondents' answers about question no.(1)	23
Table (4-6) The frequency distribution for the respondents' answers about question no.(2)	25
Table (4-7)The frequency distribution for the respondents' answers about question no.(3)	26
Table.(4-8)The frequency distribution for the respondents' answers about question no.(4)	27
Table.(4-9)The frequency distribution for the respondents' answers about question no.(5)	28
Table (4-10)The frequency distribution for the respondents' answers about question no.(6)	29
Table.(4-11)The frequency distribution for the respondents' answers about question no.(7)	30
Table.(4-13)The frequency distribution for the respondents' answers about question no.(8)	32
Table.(4-14)The frequency distribution for the respondents' answers about question no.(9)	33
Table.(4-15)The frequency distribution for the respondents' answers about question no.(10)	34

LIST OF FIGURES

Figure	Page
Figure (4-1): The frequency distribution for the study respondents according to the Gender	18
Figure (4-2): The frequency distribution for the study respondents according to the age	19
Figure no.(4-4) The frequency distribution for the respondents' answers about question no.(1)	23
Figure no.(4-5) The frequency distribution for the respondents' answers about question no.(2)	25
Figure no.(4-6)The frequency distribution for the respondents' answers about question no.(3)	26
Figure no.(4-7)The frequency distribution for the respondents' answers about question no.(4)	27
Figure no.(4-8)The frequency distribution for the respondents' answers about question no.(5)	28
Figure no.(4-9)The frequency distribution for the respondents' answers about question no.(6)	29
Figure no.(4-10)The frequency distribution for the respondents' answers about question no.(7)	30
Figure no.(4-11)The frequency distribution for the respondents' answers about question no.(8)	31
Figure no.(4-12)The frequency distribution for the respondents' answers about question no.(9)	32
Figure no.(4-13)The frequency distribution for the respondents' answers about question no.(10)	33
Figure no.(4-12)The frequency distribution for the respondents' answers about question no.(9)	34
Figure no.(4-13)The frequency distribution for the respondents' answers about question no.(10)	35

ABBREVIATIONS

CRM: **C**ustomer **R**elation **M**anagement

MTN: **M**obile **T**elephone **N**etwork

QA: **Q**uality **A**ssurance

CTI: **C**omputer **T**elephony **I**ntegration

CEO: **C**hief **E**xecutive **O**fficer