CTT represented in the new APCC leadership

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CTT â€“ Correios de Portugal informs that it is part of the new Board of Directors of the Portuguese Association of Contact Centers (APCC). The company is represented by Cláudia Serra, Director of Customer Support and Voice at CTT, who is serving her second consecutive term.

"It is with a great sense of responsibility that I assume this second term as head of the Portuguese Association of Contact Centers. I believe that, through collaboration between companies and the continuous development of people, we will be able to elevate the customer experience and prepare the sector for future challenges," says Cláudia Serra.

CTT has been strengthening its position in customer support in recent years, with a strong focus on Artificial Intelligence, with the chatbot Helena, and on the combination of technological innovation and customer focus, reflecting CTT's commitment to continuously evolving its services and aligning with international best practices in the contact center sector. The Customer Support and Voice area has been distinguished with several industry awards, including the APCC Best Awards, the European Contact Centre & Customer Service Awards and the PostEurop Innovation Awards, among others.

The new Board of Directors of the Portuguese Association of Contact Centers (APCC) took office after the General Election Assembly held on March 18th. As a representative of one of the most innovative and employable industries in Portugal, the Board now in office aims to continue the growth and consolidation strategy of the Contact Center Sector in Portugal.

For the next two years of their term, the new management is focused on developing continuous work centered on innovation, quality, talent management, and the competitiveness of companies, preparing Contact Centers for an increasingly technological and demanding environment.

The new APCC Board of Directors is composed of 5 representatives from member companies: CTT, TP, Visor.ai, Medicare, and Mitel.

Source: CTT Portugal Post