

Contact center innovation moves forward at a faster pace than what your teams can typically absorb

Benefits

A realignment of your contact center technology will expose hidden financial returns and competitive advantages, resulting in a renewed return on investment

Break through the “surface use” of your technology and accelerate a pre-established return

“Do you feel you are leveraging the fullest extent of your contact center investment?”

“Are your call flows, IVR trees, and queuing strategies aged and antiquated?”

“Do you have professionals on your team who have experienced a multitude of deployments similar to your size and complexity?”

Challenge

New and seasoned adopters of contact center technology often find themselves entrenched in a particular use or flavor of the investment. Daily operational focus makes it increasingly difficult to consider what is outside the proverbial box. Combine this with a team of people who have a limited use of the technology or a narrow breadth of experiences, and the investment has a high likelihood of becoming stunted. Returns become weak and your competitive service/sales advantage begins to erode. “We don’t know what we don’t know” is a common revelation shared by individuals who accept the possibility their teams may not have the breadth or depth necessary to take their investment to the next level.

Effort

Clearly understand the brand, vision, value proposition, competitive advantage, and history of your contact center investment. Observe the teams, processes, and technology in action. Begin to understand the journey and experiences of the customer. Review the roadmap of initiatives and assemble an “As-Is” state of the contact center while drafting innovative options, thoughts, and returns for a “To-Be” state. Transition the ownership of the output to the business teams, receive approval, revise the roadmap of initiatives, and execute.

Results and Summary

Contact center evaluations result in a highly tuned roadmap of initiatives, enhancing your brand and overall customer experience. The deliverables will accelerate your return, offer innovation, improve your competitive advantage, and increase the connection to your customers.

Companies who recognize their limitations are able to move past the here-and-now, seek help, and begin to realize the full potential of their contact center investments. As your company evolves, so must the use and alignment of your technology.

Considerations

Teams with seasoned contact center investments typically fall short of leveraging new enhancements and revisiting an aged deployment. For recent adopters, it is unlikely you will have the history or internal experience to fully realize the risks and rewards waiting around each corner. Augment your team and seek consultation from individuals who have the breadth and depth of experience across a plethora of industries, companies, features, and operational experiences.