Planning, structure, and communication is critical when investing in contact center technology

Benefits

System stability increased

The teams became self-reliant, decreasing the need for outside support

Cross-departmental best practices and knowledge were communicated, ultimately improving the overall experience for the customer

The possibility of migrating away from the technology was extinguished, deferring a considerable cost

"Is your system availability acceptable?"

"Do you have confidence in your teams to support and move the technology forward?"

"Are silos and department diversities causing poor use?"

Challenge

A large distributor of goods entered into their third year with Interactive Intelligence. They were experiencing difficulties implementing upgrades, resolving issues, and managing enhancements to the system. The number of departments, diversities, and silos of operations were causing inconsistent use, knowledge gaps, communication issues, and adoption discrepancies. These challenges were beginning to degrade the success of the investment. Defects, service outages, and poor use were increasing at a concerning rate.

Effort

Following an assessment of their support teams, departments, use, and culture, it revealed the company did not have an adequate support structure, communication plan, or change management practices in place. A plan was implemented beginning with increasing the level of communication, creating a service level agreement, and improving the process of issue resolution with their partner. Upgrade and enhancement procedures were refactored. System administration, business analysts, quality assurance testers, developers, cross-functional team of business liaisons, and a business "product" owner were engaged in varying capacities to support the investment. Change management strategies were discussed and implemented, while being respectful of their culture and corporate structure.

Results

Upgrade, operational, and system availability risks all decreased to an acceptable level. The business liaison team ensured the consistent and proper use of the technology. The quality and depth of the team promoted self-sufficiency, allowing them to upgrade to a new release with proper expectations, and minimal issues and unknowns. The longevity and confidence of the investment was renewed.

Summary

In hindsight they did not have the proper structure or planning to move their investment forward.

Considerations

Enterprise investments need support and nurturing. Before transforming your contact center with technology, seek consultation and assess if you are prepared to support the investment: team structure, change management, and communication.

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