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CONTACT CENTRE REVIEW

A strategic roadmap for engagement

Traditional customer engagement models are challenged by the digital transformation that's changing consumer behaviour. The headlines may be centred on the disruptive app and cloud providers, but most businesses recognise that the rules have changed, and that you need to engage with your customers and clients on new terms. We can help you put multi-channel contact centre technology at the heart of a focused and future-proof customer engagement strategy.

Meeting the modern customer challenge

In an increasingly mobile world, technology supports 24-hour consumption, and social platforms allow round-the-clock contact or criticism. Your customers want to experience and review your brand at any time - and you need both an effective strategy and the technology to meet them on their terms. The Ideal Contact Centre Review will help you rethink the purpose and role of your existing contact centre. Specifically, we can provide insight on how to:

➤ Define the challenges and business benefits of providing a consistent customer experience across contact channels

➤ Understand the consequences of inconsistency across channels

➤ Continuously innovate the customer experience

➤ Remove the need for specialised applications and pools of agents to support omni-channel operations

➤ Ensure access to actionable contact centre analytics

➤ Assess your options with respect to security and compliance

➤ Develop a technology roadmap and outline business case, and map a route to staying ahead of your competition

Engagement and Partnership

During the five-day Contact Centre Review, our consultants will work directly with business and IT stakeholders to gain a 360-degree view of the role of the contact centre within your organisation and its required future direction.

If you're planning a contact centre upgrade, you're no doubt bombarded with people trying to sell you various technologies. With the Contact Centre Review, our goal is to help you pause, review where, when and how you need to meet your customers, and build a strategic roadmap for how technology will deliver the business outcomes you need.

Jaromir Fabian
Collaboration architect

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The engagement consists of interviews conducted with senior representatives from the functions across your business that have responsibility for, or are reliant on, the contact centre. Each session is targeted around understanding four key areas:

➤ **People –** The distinction between front and back office functions is beginning to blur. How do you optimise costs within the contact centre whilst maximising its effectiveness through solutions such as access to remote experts, or the use of back-office staff during periods of peak demand?

➤ **Process –** How do you build a vision & strategy for the contact centre and agree a path change?

➤ **Technology –** Which contact centre platforms, tools and infrastructure will best fit the organisation's needs, enabling a flexible and scalable solution?

➤ **Security –** What are the risks and requirements of your operating environment, and what relevant legal and compliance guidelines (e.g. PCI DSS) apply?

Deliverables

The Ideal Contact Centre Review spans five working days structured as follows:

Day 1	Day 2	Day 3	Day 4	Day 5
➤ **Discovery session with IT and business sponsors.** ➤ **Map key contact centre stakeholders and influencers, document scope and objectives.**	➤ **Interviews with key business stakeholders and influencers.**			➤ **Write-up and presentation to project sponsor.**

Output from the knowledge gathering is then collated, interpreted and presented back in the format of a **Contact Centre Options Roadmap**. This document provides a simple reference point for framing the next steps towards an optimised contact centre strategy and technology roadmap, enabling decision-makers to visualise both the business case, and the required path and outcomes.

Contact your Ideal account director today to discuss how this approach can be applied in your business.

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