crimson®

DataInsights

CONTACT CENTRE OPTIMISATION

Gain the actionable intelligence you need to deliver superior customer service

As the public face of your organisation, your call centre plays a pivotal role in how customers perceive your brand.

Without clear two-way communication across the business, time and attention can get absorbed handling too many complaints, rather than proactively driving additional revenue and better service. In short, for today's affordable call centre to be effective, it needs to have a 360-degree view of both the customer and the rest of the business.

Does your organisation suffer from these symptoms?

Without scrutiny, disjointed call centre service analysis has repercussions that can include:

- A lack of time to add value and drive up- or cross-sells.

- Failure to deal with calls first time.

- Longer call durations.

- Limited Long-Term Customer Value.

- Handling the same difficult calls, without fixing the cause.

- A regular mismatch between volumes of calls and planned staffing levels that impacts employee satisfaction.

Microsoft Partner
Gold Customer Relationship Management
Gold Application Development
Silver Collaboration and Content

HOW CRIMSON HELPS YOUR ORGANISATION TRANSFORM CONTACT CENTRE CUSTOMER SERVICE

Introducing Crimson's *Data Insights* practice, a team of data and management experts with over 800 man years of expertise in line-of-business processes and IT applications that gives you a real insight into measuring business value. Crimson uses a proven bottom-up methodology to gather the facts together in a timely, disciplined and manageable way, that drives effective decision making across your organisation.

Using Microsoft's world-leading cloud platform, that features reporting and integration technologies, *Data Insights* creates a common information model that can strengthen your corporate performance management and give you the actionable insight needed for sustainable profits.

THERE ARE **FOUR STEPS TO CREATING AN EFFECTIVE INFORMATION MODEL**, AND IT WORKS BEST WITH ORGANISATIONS ALREADY HANDLING LARGER DATA VOLUMES:

STEP 1
Build the platform

First Crimson architects a robust data platform. Choosing Microsoft's Cloud now makes the solution more scalable, powerful and affordable than ever.

STEP 2
Create one version of the truth

Using Microsoft's world-class suite of tools, data from a range of disparate sources can be assimilated and cleansed into a single version of the truth.

Additionally, we help the organisation clarify how data is interpreted.

STEP 3
Create meaning and insight from the data that everyone can own

Crimson not only builds corporate-level reporting dashboards but enriches the insight at a team and department level, to help drive day-to-day decisions.

Going beyond the normal call centre dashboard, Crimson can help enhance the popular metrics of Average Time in Queue, Average Speed of Answer, Average Handle Time, Cost Per Call, Revenue Per Call, and Complaint Reason Code Analysis. We can help management teams understand customer importance to the organisation, customer influence on others, buying behaviour, and propensity for good/better/best products and services.

STEP 4
Embed transformative behaviour

Crimson's training and adoption services help your team achieve the change you want, with clear lines of governance and ownership, so that continual improvement can flourish.

OUTCOMES CRIMSON'S *DATA INSIGHTS* DELIVERS

➤ A common language across the organisation where **individuals, teams and departments** are more accountable and more **empowered to make more effective decisions.**

➤ An **affordable contact centre** focused on fewer complaints and recognised for driving additional revenue and greater levels of customer service.

➤ A **modern data platform** that can scale and flex to meet a range of information sources

➤ A rich foundation that can be used to build a **360-degree view of your entire business.**

➤ The **training and education your staff** need to make informed decisions.

TAKE THE ZERO-RISK APPROACH TO GETTING STARTED WITH CONTACT CENTRE OPTIMISATION

Crimson invites your team to an introductory Contact Centre Workshop to explore the pinch points in your current processes and to explore how Microsoft Cloud technology can enrich and integrate your data silos.

Without further obligation, you will receive an illustrated report outlining your current gaps, with recommendations, actions and suggested priorities to help you move forward successfully.

To get started call **Crimson today on 01675 466 477**

DATA INSIGHTS GIVES YOU A 360-DEGREE VIEW OF YOUR BUSINESS.
You can read more about how else we can optimise your business performance:

**Profitability Optimisation | Supplier Performance Optimisation | Customer and Campaign Optimisation
Contact Centre Optimisation | Supply Chain Optimisation | Data Quality Management**

crimson®
part of the **Harvey Nash Group**

Crimson helps organisations better exploit Microsoft cloud technologies. We take an iterative and agile approach that gives you the confidence to move forward.

www.crimson.co.uk

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