



## **Achieve World Class Customer Service**

Mindsight's exposure to hundreds of world class customer service organizations prepares our consultants to deliver keen insights into your contact center. Through this depth of knowledge, Mindsight can help boost both the performance of your technology solutions and address your specific industry challenges. With our help, we can increase your net promoter score (NPS), improve customer satisfaction, drive revenue growth, and strengthen team satisfaction within budgetary means.

With Mindsight's Contact Center Roadmap, our consultants will leverage hundreds of combined years of experience to deliver real-world solutions to real-world problems. We prefer to talk candidly and work transparently, and by understanding your business goals, we can chart an achievable roadmap to meet them.

# Mindsight Consulting Methodology

Mindsight maintains a dedicated contact center consultancy practice that works directly with contact centers to provide expert insight and timely solutions. Our consultants can help you meet your goals through any of our four service areas:

- Business Process Improvements
- Contact Center Systems and Tools
- Customer Applications and Integrations
- Managed Services

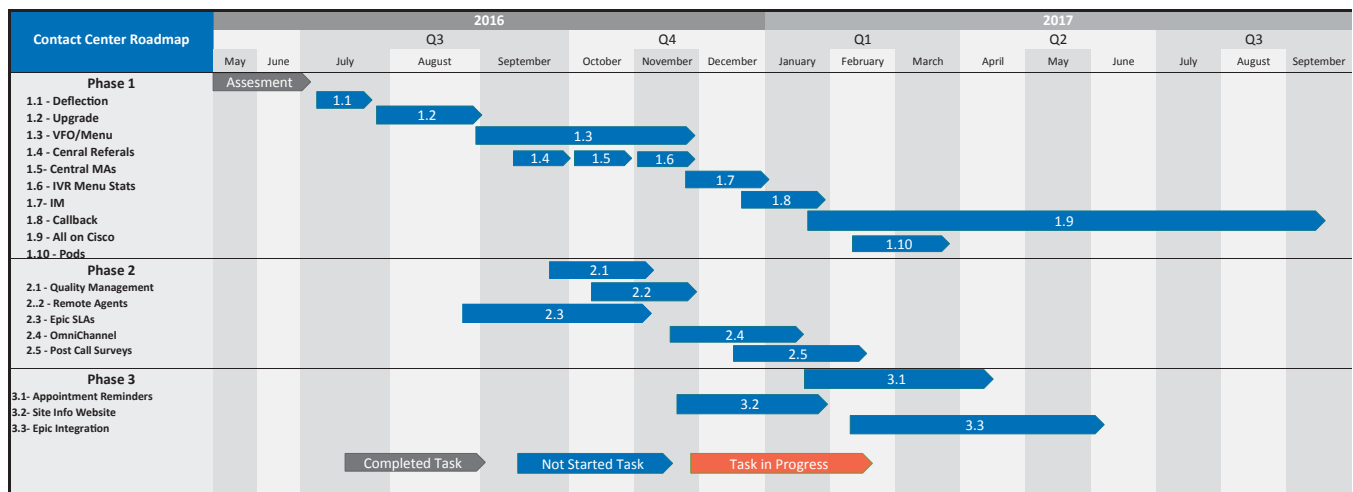
## THREE STAGES OF CONTACT CENTER CONSULTING

### 1. Current State Analysis

- Interviews
- Call analysis
- Current customer engagement operations evaluation
- Data gathering review
- Gap analysis
- Customer journey
- Business process improvements
- Quality management and survey strategies

### 2. Plan Development

Below is an example of an implementation timeline within a Contact Center Roadmap. Critical technologies and process improvements are arranged on the timeline to solidify a concrete plan of attack to improve your contact center operation.



### 3. Engagement Deliverables

- Executive summary strategy overview
- Presentation of gathered data and suggested improvements
- Implementation roadmap

# Contact Center Business Review and Strategic Analysis

The **Contact Center Business Review** is a four-hour onsite strategy session with analyses and recommendations as deliverables. Our senior consultants, who specialize in contact center technology, strategy, and solutions, will meet with your management team to gather as much information as possible to inform their analysis.

The **Strategic Analysis** takes our consultancy one step further. It combines a 1-2 week onsite evaluation with a customized report and presentation on the findings. Like the Business Review, our consultants will meet with business leaders to determine objectives and goals. From there, we will step into the shoes of the customer, shadow agents, and observe the strengths and weaknesses of the department. Through these procedures, we can gain the most insight and provide the best recommendations.

## BUSINESS REVIEW

### We'll Discuss:

#### The State of the Contact Center

- Current system makeup and software
- Gaps in the current system
- Current features in use
- Current features not in use
- Integrations with third-party products
- Current business processes

### You'll Get:

#### A Detailed Report Outlining:

- Executive summary
- Situational analysis
- Feature comparison and known issues
- Technology recommendations
- Business process and strategy recommendations
- Quick wins and next steps
- Implementation timeline and strategy

## STRATEGIC ANALYSIS

### We'll Discuss:

#### Improving the Customer Experience

- Self-service, call backs, and surveys
- KPI analysis
- Customer journey map
- Chat, social, phone, text, and email solutions
- Creating a unified experience on each channel

#### Improving Business Processes

- Workforce management
- Onboarding procedures
- Reducing agent attrition rates
- Increasing agent satisfaction
- Gamification strategies
- Remote/work-from-home agent capabilities

### You'll Get:

#### A Detailed Report Outlining:

- Everything Covered in a Business Review
- Any relevant customer personas

## Let Us Know What You Need

If you need a more customized solution than what is listed here, please contact us today. We will make sure that you are connected with one of Mindsight's contact center consultants.

Contact Mindsight today at [www.gomindsight.com/contact-us](http://www.gomindsight.com/contact-us)


## About Mindsight

Mindsight is a business technology consulting firm that, through listening to our clients first and foremost, provides thoughtfully-crafted and thoroughly-vetted perspectives to our clients' toughest business and technology challenges. Mindsight believes in being transparent and candid, which means more productive interactions and less pretense. The company provides the best thinking to achieve the best result rather than simply providing another "canned" solution. When you need a different point of view, you can count on Mindsight.

Mindsight's contact center team has expertise in a number of different industries including:

- Retail
- Finance and banking
- Healthcare and hospitals
- Education
- Insurance
- Telecom and outsourced contact centers



 630.981.5050

 [info@gomindsight.com](mailto:info@gomindsight.com)

 [www.gomindsight.com](http://www.gomindsight.com)

 2001 Butterfield Road | Suite 250 | Downers Grove, IL 60515