

# CONTACT CENTER PERFORMANCE HEALTHCHECK

## An Objective Look at Your Contact Center's Vital Signs.

Your contact center is a critical corporate resource responsible for managing a significant percentage of your organization's total customer interactions. Managing sales, customer service, product support and other important functions, the contact center is often cited as a business unit responsible for differentiating an organization from its competitors.

According to a recent study by Aberdeen Group, 79% of companies believe their contact center "plays a very or extremely important role in customer problem diagnosis and resolution." However, "more than half (51%) [of these same companies] are less than satisfied with their contact center's abilities to deal with these issues."



### Today's Challenges

It's no secret that today's modern contact center is a complex environment that is both difficult to manage and very expensive. There is no shortage of challenges in most contact centers. Customers demand responsive, consistent service through multiple channels at the times of their choosing. Senior management expects a cost-effective operation. Employees want a pleasant work environment with opportunities to advance. Achieving an effective balance of these and other issues can directly impact the contact center's chances of long term success.

### How Long Has It Been Since Your Contact Center's Last Check-Up?

Sometimes it helps to get a fresh perspective from a proven, recognized industry expert. That's why CCPro has developed the Contact Center Performance Healthcheck program. Designed specifically for the contact center environment, the Performance Healthcheck program leverages CCPro's wealth of knowledge, experience and resources to improve the functionality of your contact center. Better performance, lower or controlled costs, and higher customer satisfaction are just a few of its many benefits.

# CONTACT CENTER PERFORMANCE HEALTHCHECK

## What is it?

Performance Healthcheck is a short-term, high-impact, affordable consulting program designed specifically for the contact center. Performance Healthcheck is designed to deliver extraordinary value by analyzing the current environment; identifying opportunities to improve performance, increase customer satisfaction and reduce or control spiraling costs; and establishing a specific roadmap for improvements.



Performance Healthcheck is a consulting program that leverages CCPro's substantial contact center experience, proven methods and knowledge of leading industry practices to deliver genuine value to its clients. Tailored to individual needs, the Performance Healthcheck program allows contact centers to achieve an effective balance between outstanding customer service, a high-level of operational performance, improved employee productivity and manageable costs.

## When is it needed?

Performance Healthcheck is designed for any contact center that may be experiencing any of the following conditions:

- Service Level Performance is erratic.
- Average handle time is too long.
- Abandoned calls are rising.
- First contact resolution rate is low.
- Contact center costs are rising.
- Agent turnover rate is high.
- Employee morale is low,
- Technology is outdated
- Labor resources are scarce
- Budgets are limited
- Customer satisfaction is low

## What are the benefits?

Performance Healthcheck benefits our clients in many tangible ways. Leveraging CCPro's contact center experience and industry leading practices, we help our clients by building a clear roadmap resulting in some or all of the following benefits:

- Improved operational performance
- Better control of expense
- Increased customer satisfaction
- Reduced customer churn
- Improved agent productivity
- Higher first contact resolution
- Improved employee morale
- Reduced agent turnover

## Can the Program Be Customized?

CCPro typically tailors each project in an effort to meet the needs of its clients. Prior to commencement of any new project, our consultant team will evaluate each client's requirements and will tailor a scope of services designed to meet their requirements and available budgets.

# PERFORMANCE HEALTHCHECK QUESTIONNAIRE

## How Do You Really Know If The Performance Healthcheck Can Help?

To help determine if your contact center is likely to benefit from Performance Healthcheck, we've prepared the following questionnaire. Respond to each of the statements below, indicating "True" if it applies to your contact center or "False" if it does not.

	Indicate whether or not each of the following statements apply by checking "true" or "false."	True	False	Score (1 = True, 0 = False)
1.	Our contact center is considered to be a strategic resource in our company.			
2.	We have no problem justifying the number of employees required to serve our customers.			
3.	We are considered a "profit center" and not a "cost center."			
4.	Our managers and supervisors clearly understand contact center management principles.			
5.	We have a defined Service Level Objective and we consistently meet it.			
6.	Our agent turnover rate is typically very low.			
7.	We regularly measure Customer Satisfaction using structured surveys.			
8.	We regularly meet our Customer Satisfaction goals.			
9.	Our technology meets our business requirements.			
10.	We have a successful strategy for migrating callers to self-service options.			
11.	We have a process for forecasting customer contacts and use our forecasts to determine our staff requirements.			
12.	Our supervisors spend considerable part of each day coaching and mentoring agents.			
13.	We routinely monitor and record calls.			
14.	Our agent desktop applications meet the needs of our agents and help deliver responsive service to customers.			
15.	We have a defined customer strategy.			
	<b>Total Score:</b>			

Match your score to the table below to determine the likelihood of benefiting from the program.

Total Score	Likely Benefit
5 or less	Extremely high likelihood
Between 6 and 10	Very high likelihood
Over 11	Some likelihood of benefit

## OTHER CONTACT CENTER SERVICES

### A Full Complement of Contact Center Services and Solutions

Performance Healthcheck is just one of our many services and solutions focused on the contact center environment. The following is a list of some of our others:

Solution	Description
<b>Contact Center Diagnostic</b>	The Contact Center Diagnostic is a very comprehensive, detailed review of your contact center designed to improve operations, deliver customized services to clients and increase revenues.. Like Performance Healthcheck, the CC Diagnostic focuses on contact center performance. However, it goes beyond that dimension to include analysis of customer treatment methods and specific methods of increasing revenue through intelligent cross-selling, up-selling and multi-channel integration.
<b>Self-Service Diagnostic</b>	The Self-Service Diagnostic is designed to identify strategies and specific tactics necessary to migrate customers from live agent transactions to lower cost self-service options. Focused on the IVR (Interactive Voice Response) and website, the Self-Service Diagnostic reduces costs without impacting customer satisfaction by maximizing the efficiency of contact center and self-service channels.
<b>Knowledge Management Diagnostic</b>	Finding answers to complex questions can be very time-consuming, costly and, if handled improperly, can have a negative impact upon customer satisfaction and employee morale. The Knowledge Management Diagnostic is designed to identify opportunities to capture knowledge in the contact center and leverage that knowledge to improve customer service, reduce average handle time and lower costs. CCPro's experience in the field of Knowledge Management enables clients to deliver outstanding response to complex questions via contact center agents or self-service options including the client website.
<b>IP Telephony Diagnostic</b>	IP Telephony offers the possibility of changing the way contact centers do business. More than just a replacement of current technology, IP Telephony enables contact centers to change the types of transactions offered and the methods in which service is delivered to customers. The IP Telephony Diagnostic is a program designed to transform the contact center in manner that maximizes employee efficiency, reduces and/or manages costs and substantially improves customer satisfaction.
<b>Other Services</b>	In addition to the above-mentioned programs, CCPro offers a host of customized programs focused on maximizing the benefits and efficiencies of the contact center environment.



## CONTACT INFORMATION

### Contact Information

If you have questions or would like more information on CPro's consulting services, please feel free to contact us.

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