

Contact Center Operational Review



- > The role of the contact center is evolving at a rapid pace whether expanding interactions with omni-channel communication strategies, introducing AI to drive self-service, leveraging analytics for more informed decisions or migrating to mature cloud-based solutions for more agility and responsiveness.
- > Leveraging these opportunities can mean significant improvement in the customer and employee experience and drive transformation from a transactional focused customer service model to a value add customer care model.

The Unify Contact Center Operational Review provides a structured approach to assess where you are today and identify the right steps to take to ensure your contact center maximizes its value to your business.

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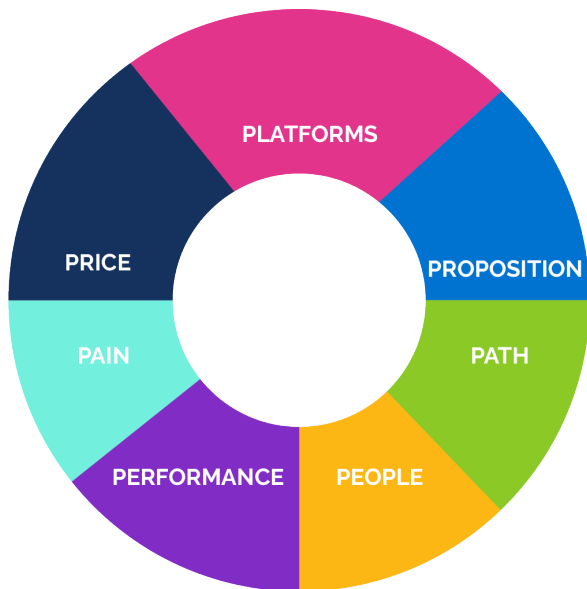


The 7P's Contact Center Discovery™ Assessment Framework

Using our 7P's Contact Center Discovery™ Assessment Framework we audit where your organization is today and where you want to be in the short, mid and long term. This objectively assesses your needs with a 360-degree view and provides a set of recommendations to help you achieve your goals.

Mitel Unify recognizes that delivering meaningful benefits requires a combination of the right technology, people and processes wrapped within a framework that:

- Works with the objectives of your organization
- Appraises and recommends options for best next steps
- Articulates the business case for change



Our approach

We spend time with nominated technical and operational stakeholders, who perform critical roles in the contact center. The aim is to gain a clear perspective on the current customer, employee and operational experience. This is what we call our Discovery Phase. Key stakeholders should include:

- Contact Center Advisors (representatives from different functions and divisions e.g. Sales; Support; Payments; Customer Service; Debt Management).
- Team Leaders (representatives from different functions)
- Quality Management
- Heads of: Contact Center, Customer Experience, Transition / Change, Training, HR, IT and Finance.



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The Results

The output from the Discovery Phase is a comprehensive recommendations report referencing the 7 Ps Contact Center Discovery™ considering the impact of:

People



Processes



Technology



The report delivers recommendations that will materially impact metrics including cost to serve, customer satisfaction and operational efficiencies, and recommend prioritization to achieve them based on your differentiating value. They could include:

- CSAT improvement
- Productivity
- Channel Shift
- Contact avoidance
- ESAT improvement
- Average Basket Value
- Net Promoter Score increase
- Shrinkage
- Adherence
- Cost to Serve

To help ensure outcomes are achieved we follow-up on report and recommendation results with a dedicated workshop where all key stakeholders are engaged to discuss, dissect, and determine the commitment needed to fulfil the agreed upon goals.

Our Client's Experiences

UK Hospital

An Unify Operational Review provided the foundation to build a 7-point plan for Year 1 which resulted in:

- Staff turnover reduction from ~20% to less than 5%
- Call abandonment reduction from 20% to 3%
- Average call waiting time reduction from >30 sec to 10 sec
- Staff recruitment growth to meet planned budget
- Reduced training requirements by 45%
- Simplified quality assurance processes

Regional - Local Government

The Council gained valuable insights on aligning their customer charter with actual delivery and found cost per transaction analysis useful.

The Unify Operational Review also helped identify opportunities by upgrading their contact center solution and adding CRM integration.