

Ten Keys to Building the Contact Centre Your Customers Deserve.



1. Executive-level support





2. Powerful, Enlightened Leadership



3. Contact Centre positioned as "The Centre of Excellence" &



4. Strategic and Tactical Alignment







5. Processes designed, mapped, documented, constantly re-engineered



6. Quality Management practices throughout the entire contact centre (ISO compliant)

Recruitment delivered right people to sell/service

Training worked – front line resources prepared for role

Operations are motivating and managing resources effectively

Product match to database effective

Processes working and constantly reviewed to enhance delivery

Finance – all business model assumptions correct

Customer complaints diminishing

First time resolution increasing

Total Operation
Gains efficiency and
effectiveness from
quality monitoring



7. The Right People. The Right Skills
The Right Motivation
The Right Rewards



 Develop a Culture of on-going Learning and Development

Retain Key Talent



Drive a Positive, Growing Culture



8. Real-time, Cross-Channel Data Analytics

- Automated Reporting
- Business Intelligence
- Management & Executive Dashboards,
 Auto Escalations and Alarms











9. Deploy the Most Appropriate Technologies required to drive Strategic and Tactical Business Outcomes

- Multi-Channel Support
 - Telephone / eMail / SMS /Video/Web-Chat / Social Media
- Mobile Support and Mobile App Support
- True CRM
 - (Full integration / Single View of Customer)
- Big Data driving Business Intelligence
- Omni-Channel, Real-Time Analytics
- Speech Interaction and Voice Biometrics
- Technology-based Quality and Compliance Management
- Process Automation
- Knowledge Management
- Cloud Migration
- Automated Call Backs
- Workforce Optimisation
- Workforce Development
 - Pre Employment Screening / Career Management / eLearning / Gamification
- Proactive / Outbound / TeleSales
- Home, Remote and Mobile Agents



10. Operate in an Appealing Working Environment

