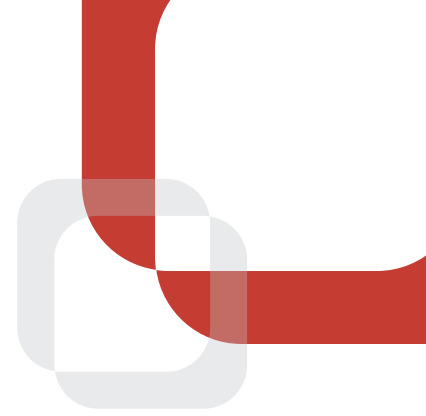


Contact Center Assessment

Reimagine the Contact Center Experience



The impact that a positive customer service experience has on company loyalty is significant. In fact, a recent survey found that 92% of consumers surveyed said they would leave a company that did not provide satisfactory customer service. At the same time, 80% of consumers believe that companies place more emphasis on selling than on providing excellent customer service. Unfortunately, these beliefs resonate across internal and external customers.¹

Considering internal customers, every organization wants to retain the best and brightest talent in the most cost-effective way. While many organizations focus on increasing perks and benefits, one of the most effective gains is to improve the customer service your employees already receive.

Rapidly Evolving Customer Expectations

Customers are more connected than ever. As a result, they expect to be able to access customer service anytime, anywhere. Customers expect true omni-channel engagement, which means a unified, integrated customer experience across communication channels. In today's connected era, self-service, online, and mobile support are no longer optional.

Self-service options are becoming especially important, as businesses are seeing a surge in customer preference for finding answers and resolving issues on their own. Harvard Business Review reported that 57% of customers visit a company's website to resolve an issue but, due to poor user experience, are forced to dial into its call center instead. Salesforce reveals that 91% of customers would use an online support center if it were available and tailored to their needs.

Disconnect between Contact Center Customers and Employees²

Percent of Customers Who Believe...



Customers believe that companies put more effort into selling than they do providing excellent customer service



Customers expect companies to let them choose their follow-up or proactive communication options



Customers expect to be able to contact the same company representative across channels and repeat contacts



Customers are willing to pay more for a product or service with a good customer service reputation



The impact that a positive customer service experience has on company loyalty is significant. Companies should note that their customers are judging them by their customer service experience and available customer service options. In addition, there is a disconnect between customers and contact center employees.

¹Jacada Customer Service Experiences Survey

²inContact, Busting in the Contact Center: What Customers Really Think

How We Can Help

ScottMadden's Contact Center Assessment provides a framework for evaluating contact center operations and developing improvement recommendations. The assessment is structured to produce data-driven, tangible initiatives to improve contact center performance and reduce operating costs.

Our Methodology

Our contact center assessment methodology is proven, built with years of in-depth experience, and honed through the completion of numerous contact center implementations. Our approach is based on best practices and tailored to your needs, balancing recommendations for quick wins with suggestions for long-term improvements.

We begin with an eight-week assessment, which is tailored to your center's size and scope. First, we begin by collecting existing contact center data and conducting a series of one-hour interviews. Then we compare your information against industry benchmarks and our proprietary leading practices database. Finally, we identify the most impactful recommendations and develop a practical road map to implement them successfully. This approach has limited impact on your organization's operations and requires no dedicated staff.

As we progress through each step of the assessment, you will benefit from our unique project accelerator tools.

Project Accelerator Tools

<p><i>Project Management Toolkit</i> ScottMadden brings a comprehensive project management toolkit to each engagement, including a well-defined project team structure, team charter, detailed project plan, formal issue tracking, formal testing processes, communication templates, and formal risk management structure.</p>	<p><i>Primary Research and Benchmarks</i> ScottMadden's dedicated research function conducts primary research and partners with APQC on a range of topics, such as contact center and performance-based metrics. This information grounds our projects and recommendations in fact, not theory.</p>	<p><i>Leading Practices Database</i> ScottMadden maintains a database of contact center leading practices captured through primary research, our engagements, and participation in and facilitation of conferences and executive roundtables.</p>	<p><i>Templates and Collateral Materials</i> ScottMadden maintains a library of collateral materials from past implementations, including project plans, technology requirements, gap analyses, prioritization criteria, channel comparisons, implementation road maps, and other pertinent materials.</p>
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Partner with a Distinguished Contact Center Expert

Reimagine the customer experience and delight employees with a well-run, efficient contact center. ScottMadden's experience with corporate and shared services organizations, tailored approach to customer satisfaction, and ability to provide actionable feedback distinguishes us as a leader in this space.

Let us help you transform the employee contact center experience—**contact us at info@scottmadden.com**.



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