

The Definition of Insanity

“Doing the same thing over and over and expecting a different result.”

Is it just me, or does this sounds a lot like managing a contact centre?

It's Monday Morning...



NO CALL CENTERS.
JUST *quality* LOCAL SERVICE

ASSOCIATES



NO CALL CENTERS...Just Quality Local Service!

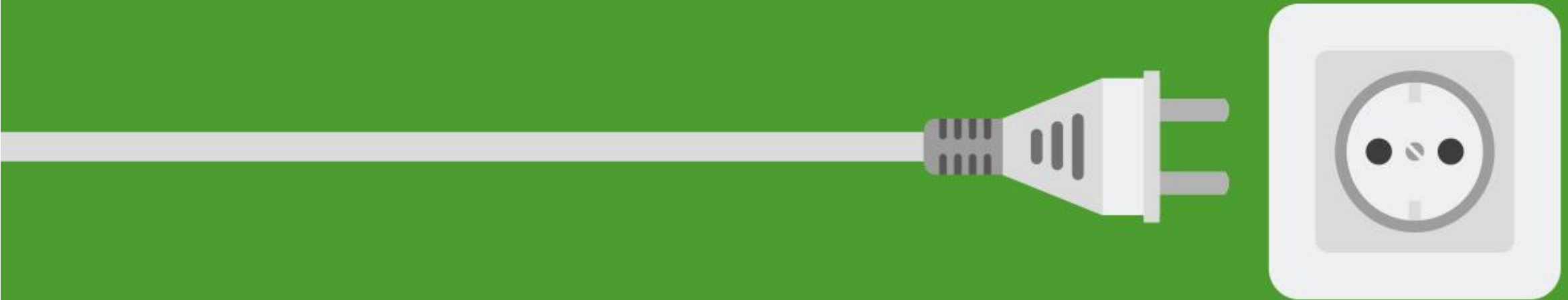
Do you honour the promise?



Why The Disconnect?

- > The contact centre is often responsible for keeping promises that they didn't make.
- > We focus on fixing the symptoms, without visibility on the root cause.
- > This cycle repeats itself every day.

Beware the disconnect.



What Limits the Contact Centre?

To be honest?

It's the leadership of the centre.



Shift your perspective.

Shift your perspective.

Your job: **OBLIGATION**

Shift your perspective.

Your job: ~~OBLIGATION~~

OPPORTUNITY

How does the
contact center
position itself as a
strategic asset?



Level 1: Cost Efficiency

Fulfilling the mission of the center in the most cost-effective manner



Level 2: Customer Satisfaction and Loyalty

Providing distinguished service that improves customer retention and transforms customers into advocates



Level 1: Cost Efficiency

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Level 3: Strategic Value

Gathering, analyzing, and sharing customer feedback to drive overall organizational improvements



Level 2: Customer Satisfaction and Loyalty

Providing distinguished service that improves customer retention and transforms customers into advocates



Level 1: Cost Efficiency

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Imagine What Would Happen
If We Delivered Strategic Value
Every Day!