



Customer service organisations are striving to respond to the ever-changing landscape of customer expectations. Central to achieving that is a focus on designing and building the ideal contact centre strategy. In an increasingly complex and connected world the

contact centre has become a powerful interaction hub of the digital enterprise – responsible for support,

interaction, education and data gathering.

CONTACT CENTRE makes & Ladders

gaining **COMPETITIVE ADVANTAGE** guided by profitable, customer-centric business decisions, but RISKING SETBACKS when you fail to meet your customer's needs through innovation and efficiency.

Improve

first contact

Delivera more customer centric

bersonalised CX

Geo

distribution

Take on your contact centre's strategic journey,

to cnange your contact centre technology Reduce costs resolution (FCR)

What business need is driving the requirement

Business continuity Enable remote. workforce while maintaining high service levels

> Who are your customers and why do they contact you?

Do you have to flex agent capacity





agility versus the ability to customise and integrate? On Premise

> Employee engagement

& motivation

Resource

planning

How

important

is flexibility and



Purchases



technology infrastructure and how does your contact centre integrate with it? Business tools such

as CRM systems,

HR systems,

finance

What is your overall

future business plans

vou need to take into

consideration?

★ Competitive advantage

★ Employee wellbeing

★ Growth plan ★

& mental health

requests

Seasonality

systems Legacy systems

What would make

the lives of your

What are your

requirements?

agents easier?

Quality & performance monitoring

Regulations

such as MIFID II

and GDPR

& collaboration environment What would make your contact centre

Knowledge management What are you looking for in the

supplier relationship?

Choice

more efficient?

Employee communication



security and regulatory

Optimised recruitment, on-boarding and

training of agents

Process

automation



Data

security

What volumes of interactions do you receive and on social what channels?

voice Flexibility pscale What is the size of your contact centre...

email

What

Agility



over time?

.and will

Call us to avoid getting bitten in our eli: +44 (0) 20 3357 3040



Contact us Tel: +44 (0) 20 3357 3040 Email: marketingemea@enghouse.com

enghouseinteractive.co.uk