



CASE STUDY

CONTACT CENTER BUILD FROM GROUND UP

Client Challenges



Outsourced partner failing to deliver desired service levels



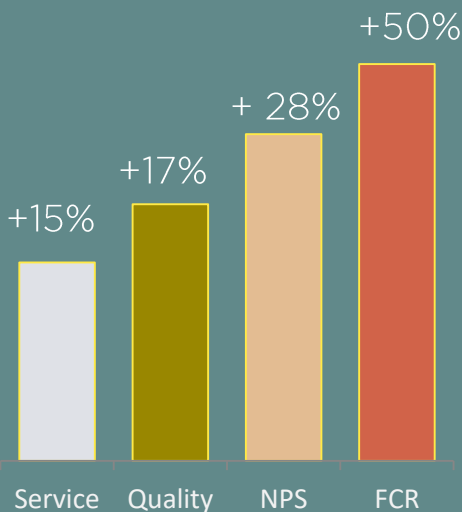
Outsourced partner not managing processes well



Outsourced partner NPS scores worse than internal

Results

We offer a guaranteed 2:1 ROI.
We deliver or we don't get paid. It's that simple.



Solution Overview

We followed our proven approach by first conducting visioning sessions at every level of the organization. Starting with the Senior Management Team (SMT), the visioning sessions created the foundation to ensure the final plan aligned with the desired outcome. We created seven guiding principles that led the business every step of way. We conducted workshops to answer questions and solve problems from staffing to member experience, operations, technology, facilities and culture. We conducted deep-dives into each of these areas to determine milestones, tasks, timeframe, ownership, process inputs, measurements and defined outputs. This yielded a comprehensive implementation playbook.

Key Elements of Solution

- Collaborative, 30 workshops were used to step through each “Focus Area” one by one
- Seven Focus Areas – Strategic Vision, Member Experience, Operations, Technology, Staffing, Facilities and Culture
- Seven Phased Approach – Strategic Vision, Project Planning, Critical Path Implementation, Day One, Post Install High Priority, Post Install Med Priority, Post Install Low Priority
- Established Guiding Principles to steer the business through the maze of decisions while remaining focused on ultimate aims
- Decision Log was maintained from workshop 1 – 30, which captured Focus Area, Decision Made, Detail of the Decision, Owner or the Decision, Date and Comments
- 61 documents created for the implementation library
- 60+ recommendation both small and large. From recommending and leading ACD & IVR vendor selection to crafting and delivering documentation around transfer, verification and escalation policies and procedures
- Project Strategic plan included, Seven Focus Areas, 62 Milestones and 306 Tasks to deliver the project

We delivered all of this cost neutral year one (while we ramped down the outsourcer and ramped up the internal team) and a 27% cost reduction from year two forward, with significant improvement to service, quality, productivity, transfer rates and NPS