

Contact Centre Development Model



Understand the current state of your contact centre and establish steps forward to reach a desired state

The Contact Centre Development Model has been used by hundreds of organisations around the world over the last ten years. By utilising over 30 years of experience working in contact centres, the model has developed and evolved as the industry has matured. The Contact Centre Development Model is a tool that clearly maps any contact centre's current stage of evolution, the desired future state and a development path to achieve the organisation's objectives. This is one of the great proprietary tools that makes us the partner of choice for leading contact centres.

Do you know where you are, and where you're going?

The Contact Centre Development Model is a practical and pragmatic strategic planning tool that assesses a contact centre's competence and capability against a set of operational and strategic criteria. The tool helps you to better understand your contact centre's

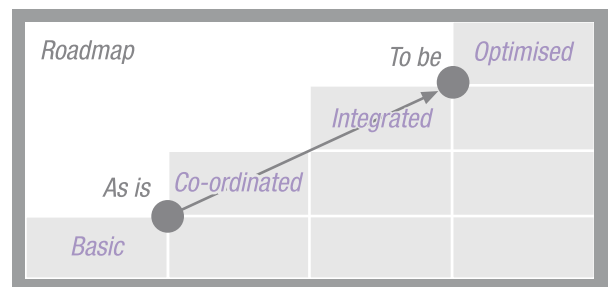
current state of development, performance, operational practices and strategic execution, and enables you to develop a roadmap for future aspirations.

Operational		Strategic	
1 Management	4 Technology	1 Customer Management	4 Architecture
2 People	5 Information	2 Customer Experience	5 Customer Knowledge
3 Process	6 Reporting	3 Business Integration	6 Strategic Value

How does the model work?

The Contact Centre Development Model was developed by our contact centre consultancy to bring a level of objective measurement to the industry. We use the model to measure your contact centre against a set of operational and strategic competency areas to determine your positioning on the Contact Centre Development Model.

Once your contact centre's operational and strategic competencies are known, our consultants use their contact centre and best practice experience to plot your contact centre on the Contact Centre Development Model under one of the following development stages: Basic, Co-ordinated, Integrated, Optimised.



The output focuses on "as is" and a "to be" desired position. Our consultants then discuss next actions such as planning, project prioritisation and required activity to achieve "to be". The Contact Centre Development Model can be used as an ongoing mechanism for strategic management against the initiatives that your contact centre has developed, to ensure that you are tracking against the future roadmap.

How do we do it?

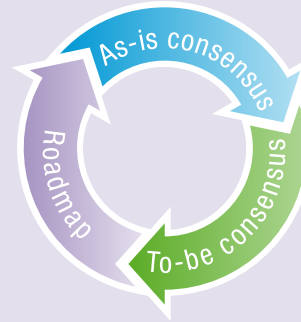
A contact centre's positioning on the Contact Centre Development Model is typically a five-day, interactive process with one full day dedicated to a facilitated workshop. Representatives from the contact centre and, where applicable, your organisation's management team are invited to attend. Getting people from different parts of your organisation together will ensure that various perspectives are incorporated.

Why consider our Contact Centre Development Model?

By using the Contact Centre Development Model at the start, middle or close of our projects, we ensure that initiatives in the people, process and technology areas are founded in the correct strategic context, are prioritised correctly, and will work together to deliver the performance you expect from your contact centre.

- 1 Consider the state of development of your contact centre(s)
- 2 Contact us to find out more about setting up a Contact Centre Development Model workshop
- 3 Engage and enlist all relevant stakeholders and arrange the Contact Centre Development Model workshop with our team

Contact Centre Development Management Cycle



The model is a strategic process that cycles through the critical reflection points of contact centre development

The Contact Centre Development Model is completed through facilitated workshops, which provide 'as is' (as your operations are at present) and 'to be' (the level you would realistically like to see your operations at in a reasonable time-frame) outputs as well as discussion on roadmap requirements.

- contact centre industry and best practice context provided, based on experience from other contact centres who have completed the model over the last 10 years
- Relative strengths and weaknesses discussed
- Roadmap requirements discussed and next actions agreed

Benefits

The Contact Centre Development Model:

- Provides you with a valuable approach to identifying strengths and weaknesses within your contact centres
- Is a useful tool to obtain feedback regarding how you are doing compared to competitors
- Allows you to understand and be aware of the inter-dependencies within the organisation and your contact centre
- Establishes priority for contact centre development, as well as introducing further strategic initiatives for the contact centre

What our clients have said...

"It's so difficult to know how you are doing relative to others in the industry, and the Contact Centre Development Model can give you some insights."

"Running the Contact Centre Development Model workshop allowed us to assess how we are doing overall and how everything fits together."

"The 12 competencies enable us to understand what is important within a contact centre. We thought we were doing well until we saw some of the gaps in the competencies."

"It is really useful to identify strengths and weaknesses and see where the biggest gaps are going forward."

"We tend to view projects in isolation and this helps us to understand the inter-dependencies."

"The model is a good way of measuring where we are and where we want to get to - this gives us the ability to have single plan."

About Merchants

Merchants is a leading customer management and business process outsourcing solutions company with over 30 years' experience providing insights to blue chip clients. Whatever the requirements, from defining a customer management strategy through to the design, build and operating of a new contact centre, Merchants tailors solutions to meet specific customer management business requirements. Merchants annually publishes 'The Global Contact Centre Benchmarking Report', the industry's most respected global research report on contact centres. Merchants is a wholly owned subsidiary of Dimension Data.

To find out more about solutions go to www.merchants.co.uk or www.merchants.co.za

South Africa: Telephone +27 (0) 11 575 2000 Email sales@merchants.co.za
UK: Telephone +44 (0)1908 232 323 Email sales@merchants.co.uk

