



J.D. POWER
AND ASSOCIATES®

Transforming Your Contact Center Organization for a Better Customer Experience

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September 20, 2012

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Contact Center Solutions

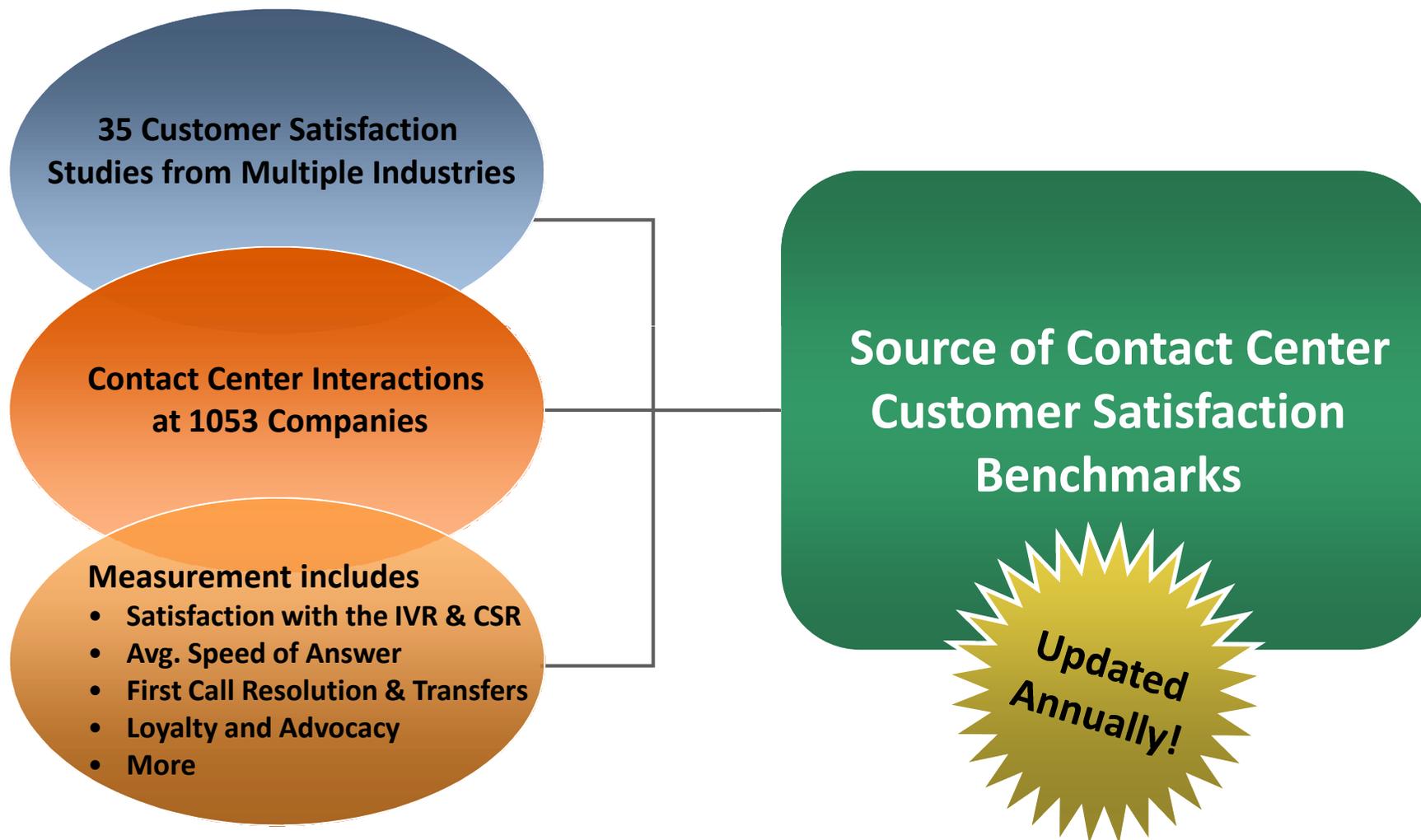


Agenda

- **Thank you and our perspective**
- **The challenge—Why transformation is a necessity**
- **The structural and behavioral keys to a transformative organization**
- **Leaders and transformational performance**
- **What to do next**
- **QA**

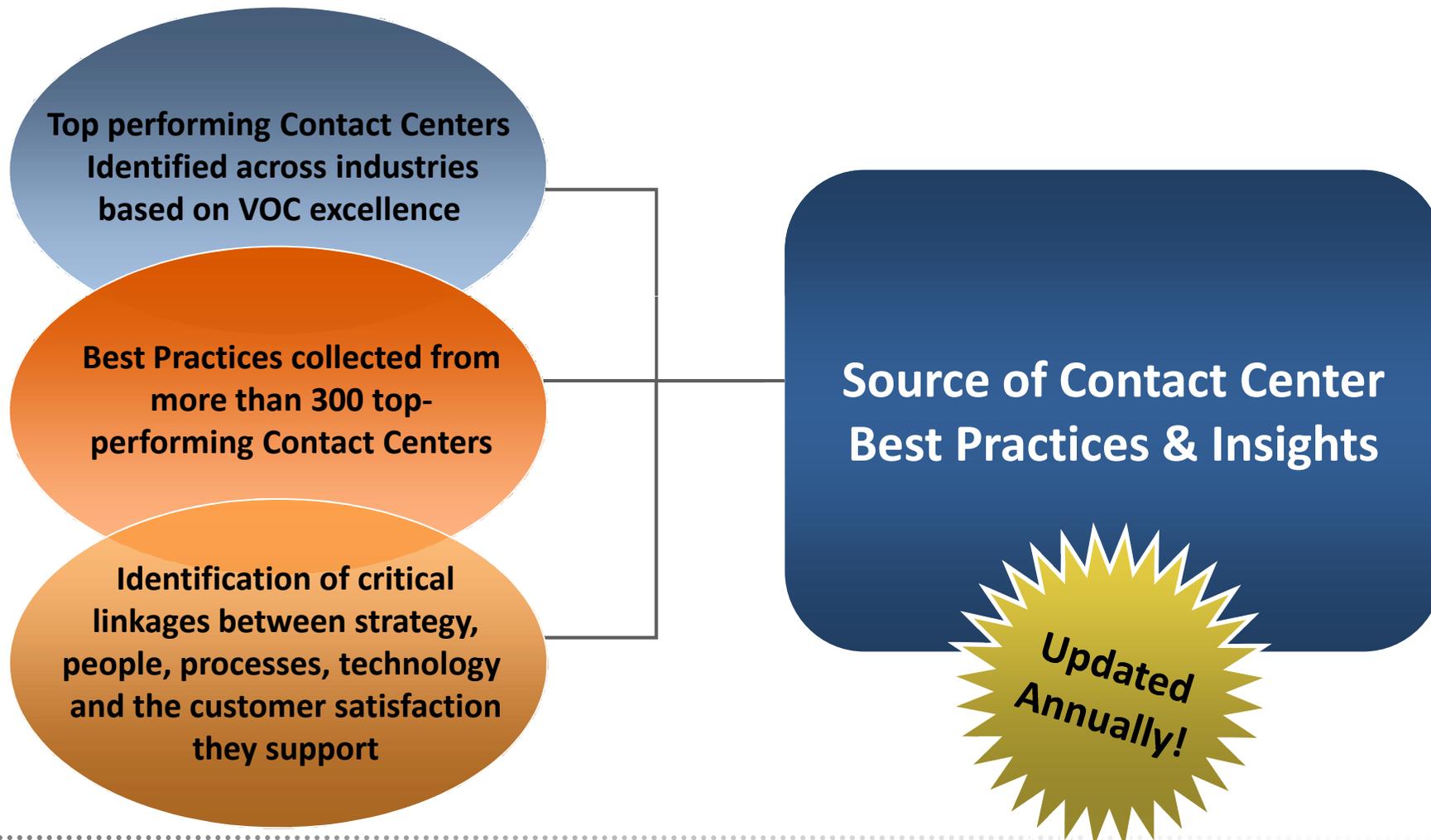
Voice of the contact center customer – data

We Identify What Customers Care About Most



Voice of the contact center customer – insights

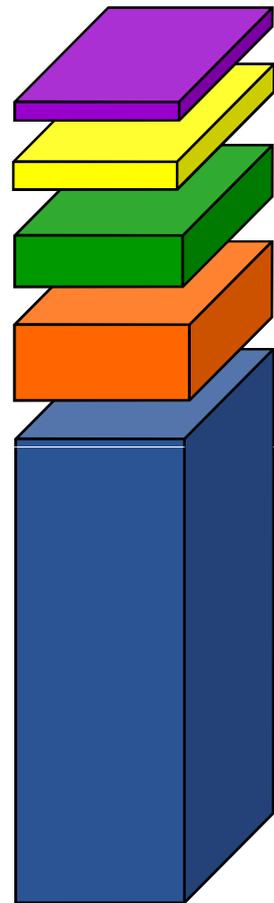
We Identify Best Practices Based on Organizations that Consistently Deliver an Outstanding Customer Experience



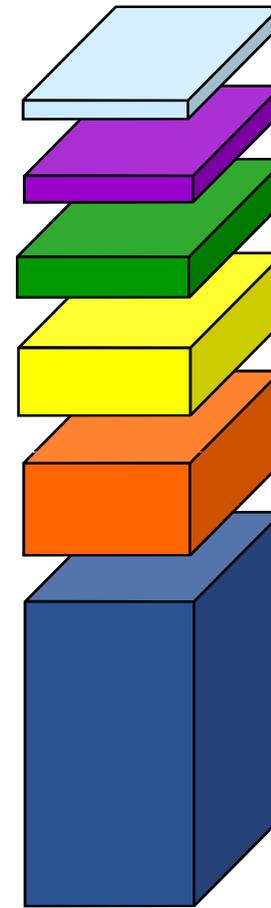
Why Transformation is Necessary

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Three-Year Customer Service Channel Shifts



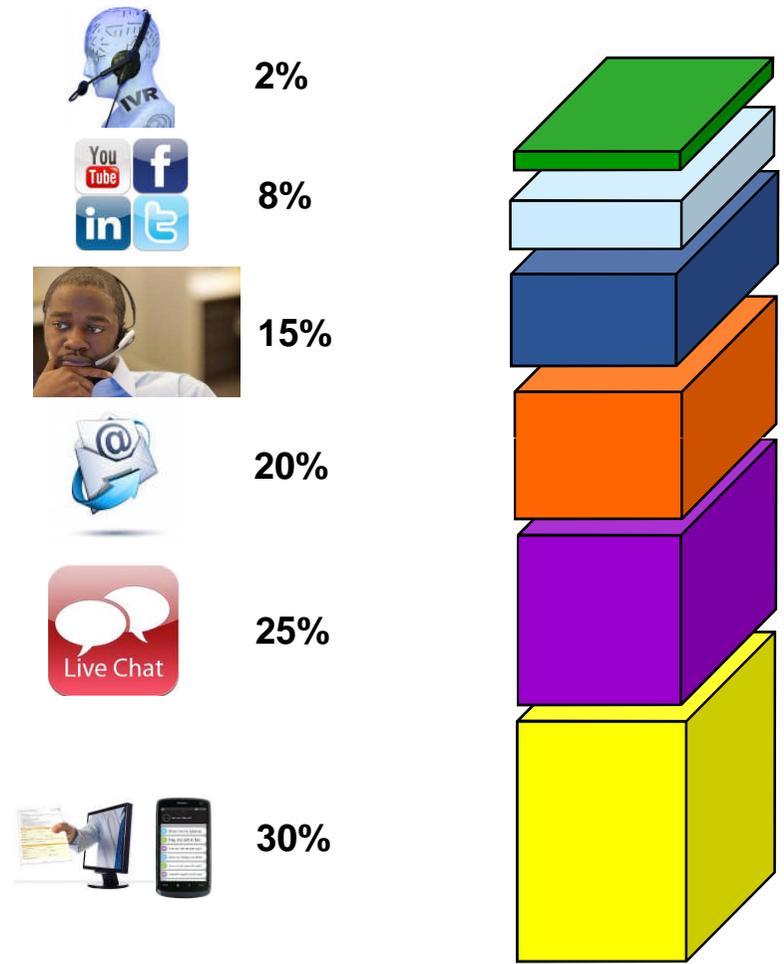
2008



2011

Source: Yankee Group and Others

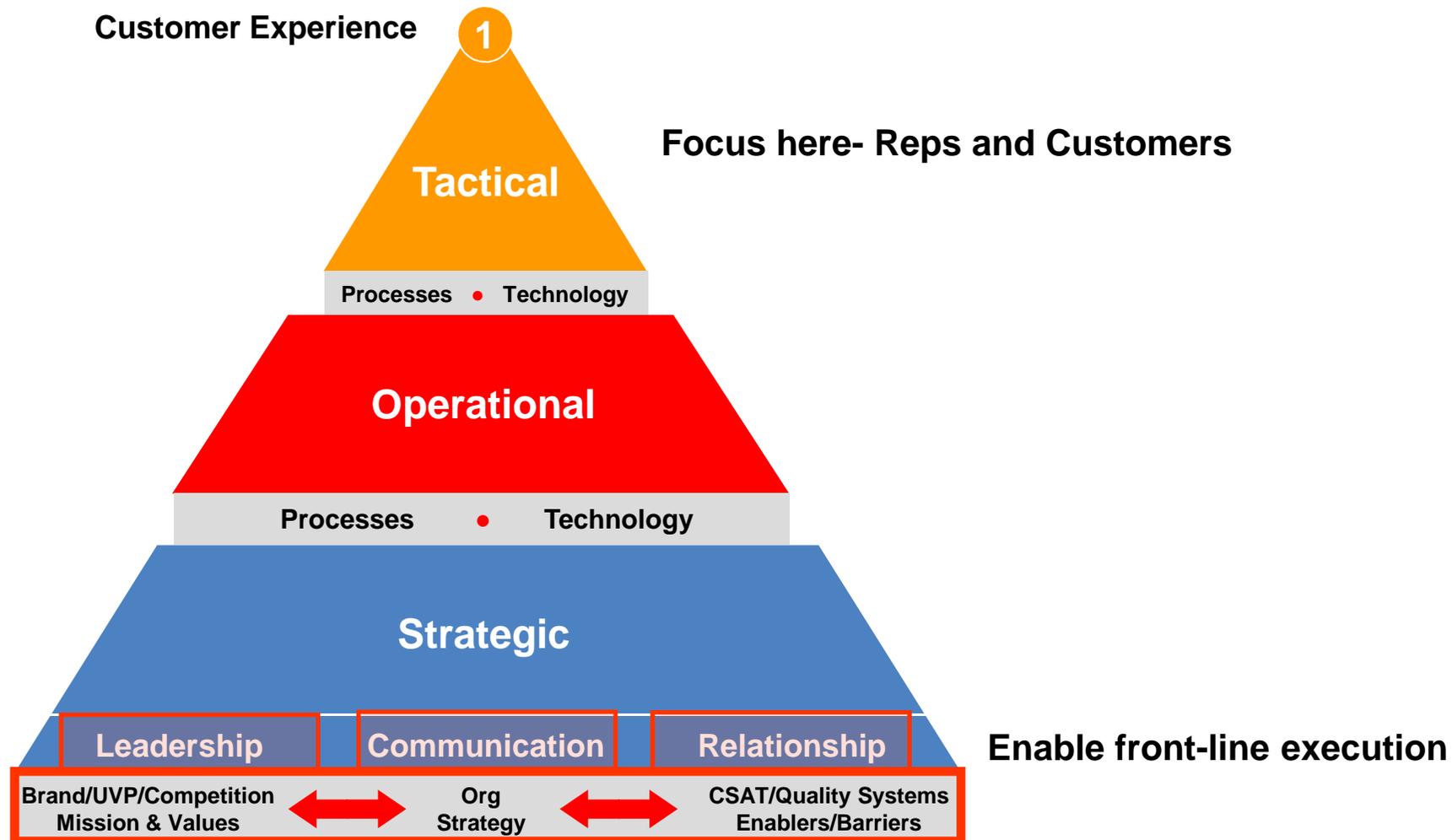
The Next Three Years Customer Service Channel Shifts



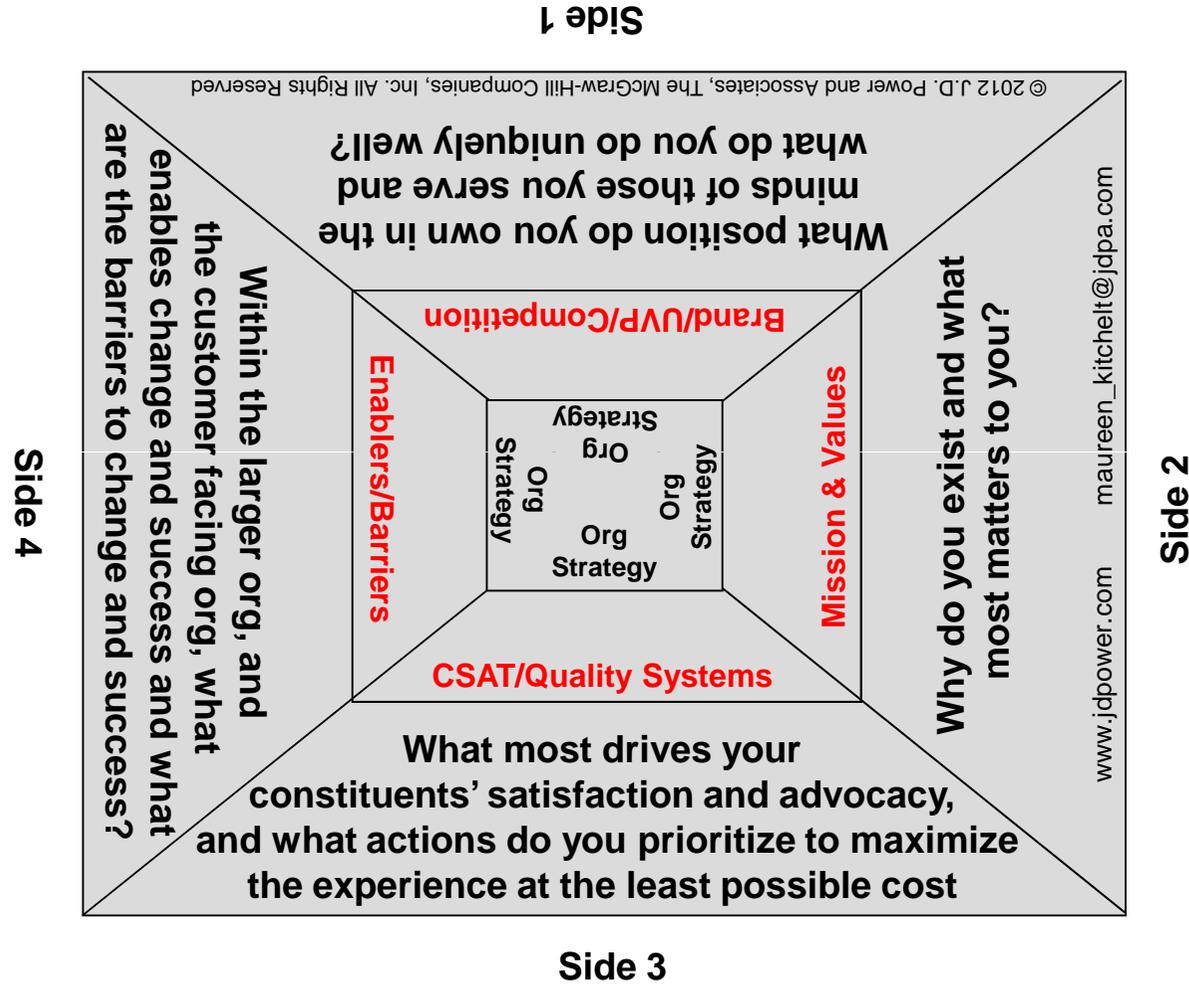
Overview: The Transformational Structure

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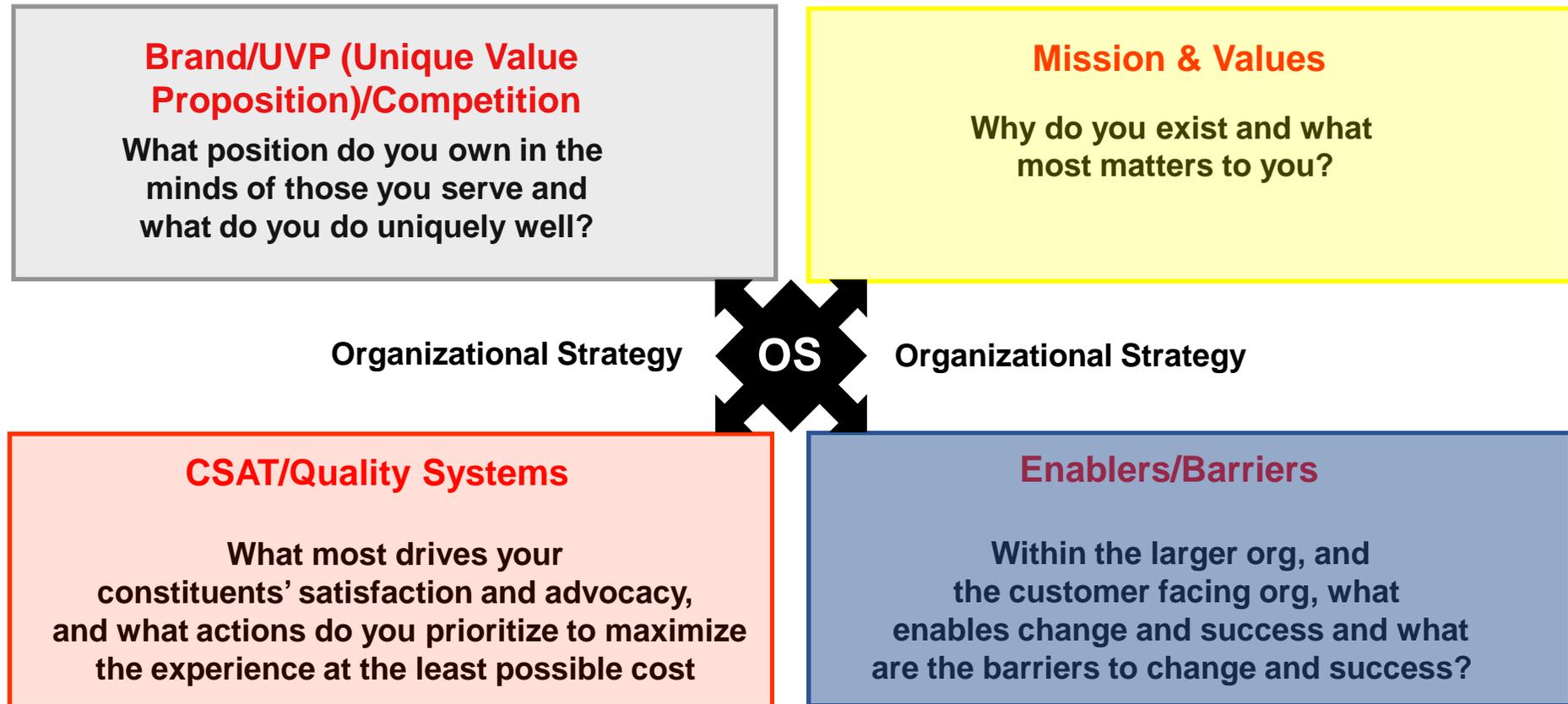
The Transformational Organization



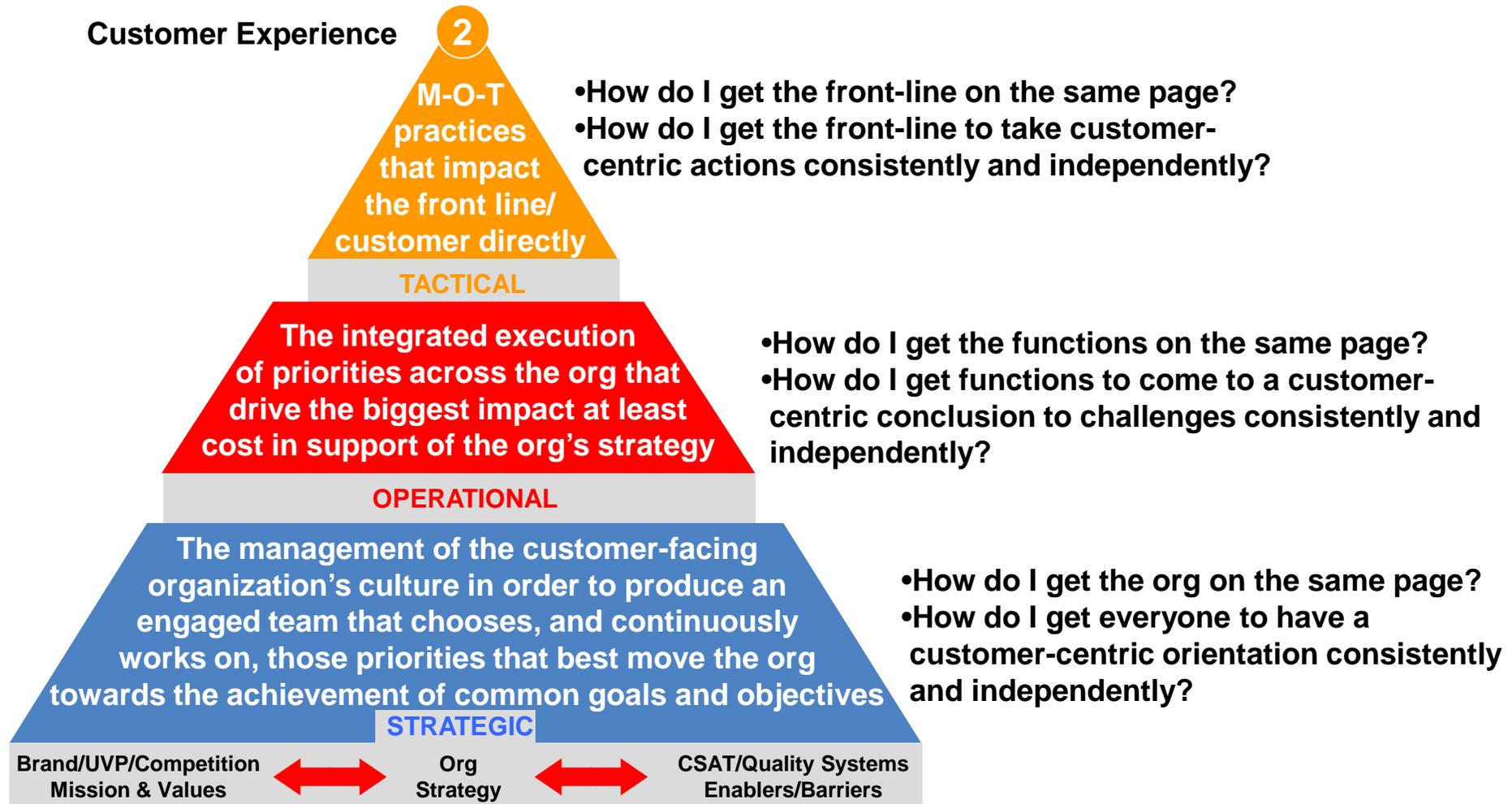
Start at the foundation



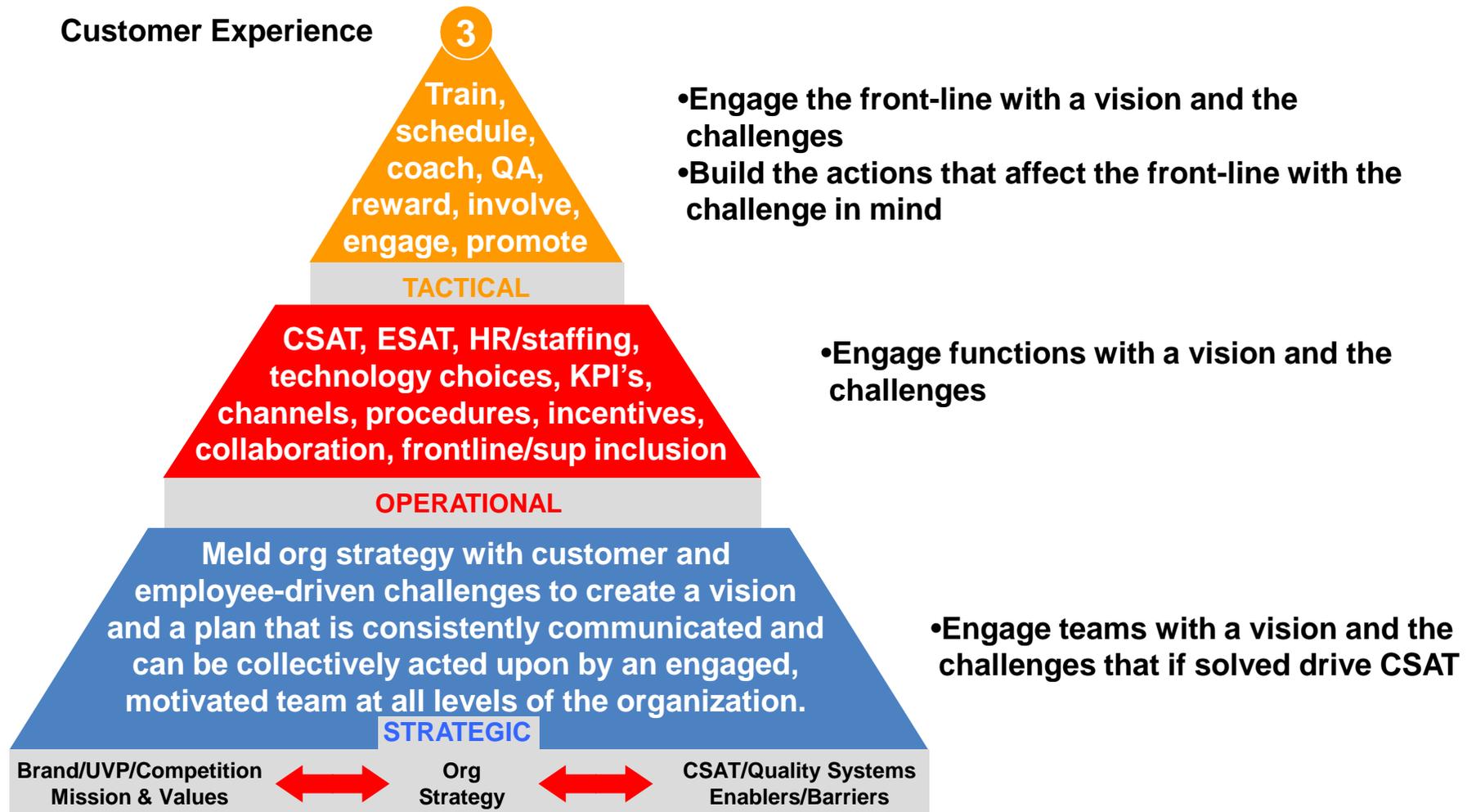
Organizational strategy components



Organizational strategy drives the plans and tasks for the operation



What activities live at each level within the transformational organization?



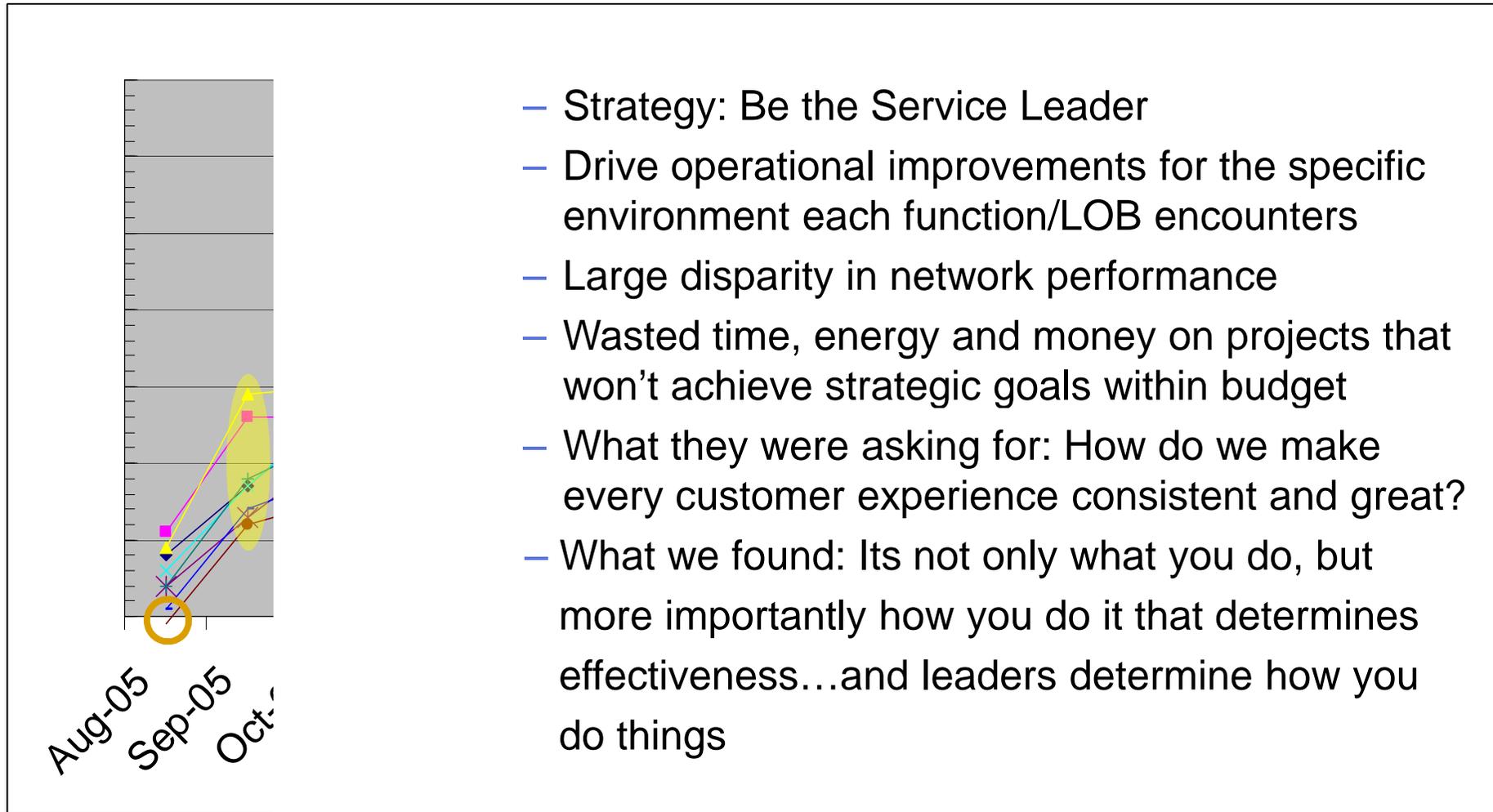
The three foundational elements of transformational organizations



Leaders and Transformational Performance

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Results of being transformational



- Strategy: Be the Service Leader
- Drive operational improvements for the specific environment each function/LOB encounters
- Large disparity in network performance
- Wasted time, energy and money on projects that won't achieve strategic goals within budget
- What they were asking for: How do we make every customer experience consistent and great?
- What we found: Its not only what you do, but more importantly how you do it that determines effectiveness...and leaders determine how you do things

What to do next

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What does this mean for contact center strategy and management?



What to do next

Customer Experience Focus

Customer Satisfaction- E
Employee Satisfaction- I
Leadership
Communication
Relationships
Continuous Improvement

ROLES

- **Employee/Customer Advocate**
 - Set vision of organization towards customer and employee orientation
 - Review your CSAT/ESAT tools, strategies and ops
 - Ensure actionability of the information

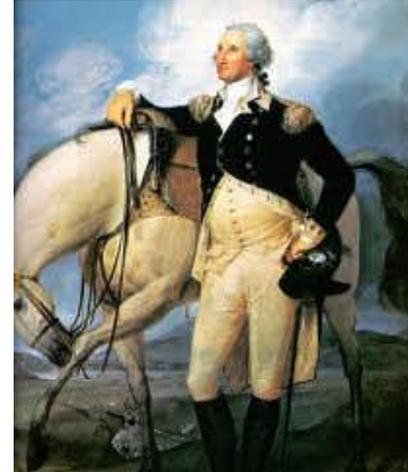
SKILLS

- **Build Trust/Credibility**
 - Understand your constituents, then frame up the challenge
 - Be transparent
 - Be vulnerable
 - Communicate time frame and deliverables of process
 - Recognize excellence

TASKS

- **Team Development**
 - Engage your teams against the challenge
 - Engage your teams in prioritization and root cause
 - Engage your teams against the solutions
 - Inculcate closed loop communication
 - Set goals based on data and analysis and input

What type of leader are you?



Questions and Answers

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Two simple steps to register or learn more:

- Text “JDPA” to **313131**
- Reply to automated text with your email address.

