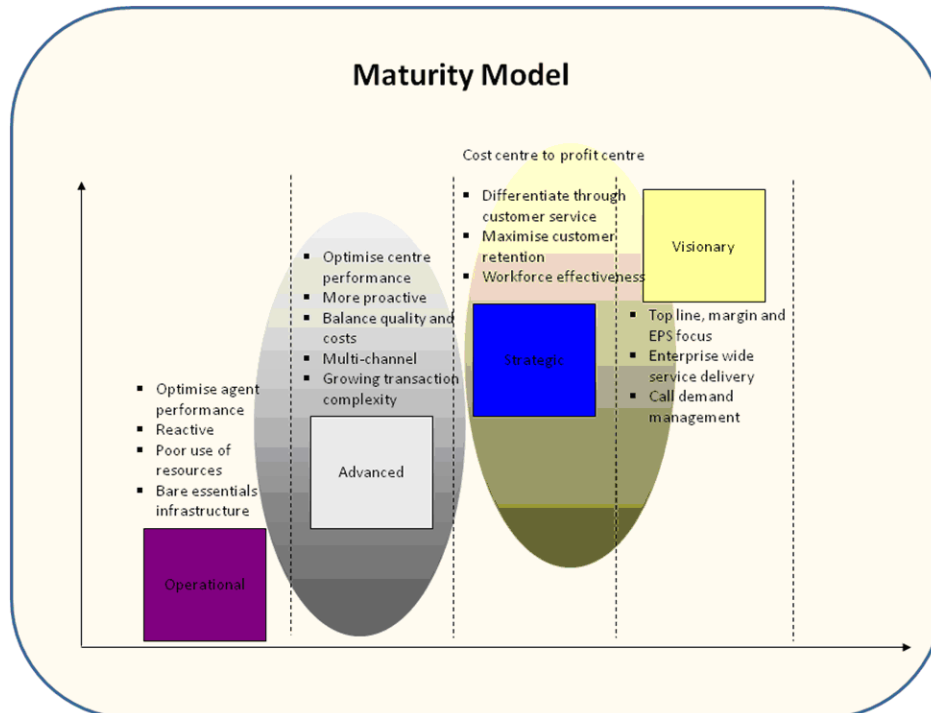


Contact Centre Transformation

What is contact centre transformation?

We help enable our clients to transform traditional call centres operations into customer experience centric, efficient and revenue generating business units. We have a proven approach and methodology to help deliver this change. Our help can range from focussing on the best improvement opportunities to developing and delivering major strategic change programmes. In short, transformation moves call centres from cost centres to profit centres.



What are the challenges faced in today's call centres?

The contact centre environment has changed dramatically in recent years. Early call centres were cost centres, built to take advantage of the telephony technology of the time. Typically confined to one physical location, they relied on interaction-based, frontline support and had little financial justification of costs. Today, contact centres are becoming increasingly customer-focused and are gearing up to solve problems and generate revenue. A proliferation of channels is giving companies a variety of opportunities to communicate with their customers. Typical challenges many call centres face include:

- Deliver improved customer experience and satisfaction
- Operating with increasing efficiency and at lower cost
- Manage workforce attrition and competence
- Becoming profit focussed through revenue generation
- Manage the phone channel as part of a multi-channel operation

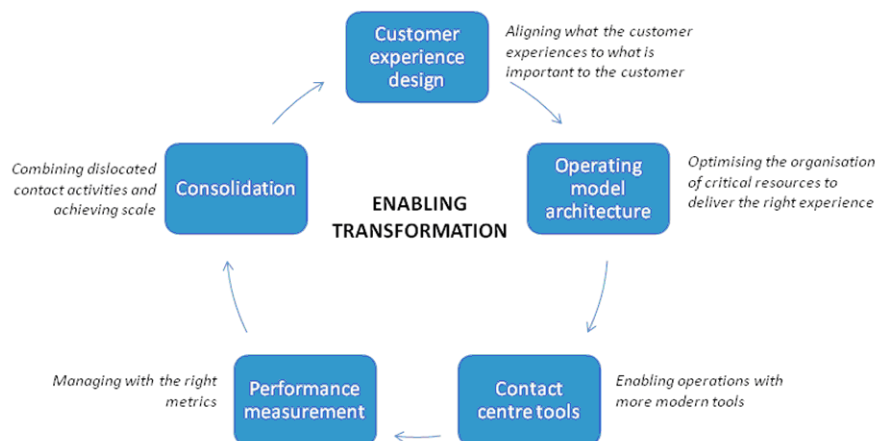


What enables transformation?

Our experience has identified five elements are essential to address in transforming contact performance. These are as follows:

1. Customer experience design
2. Choice of operating model
3. Performance measurement
4. Contact centre tools
5. Consolidation

Transformation can only be achieved by the right combination and integration of these elements.



What is the potential scale of improvement?

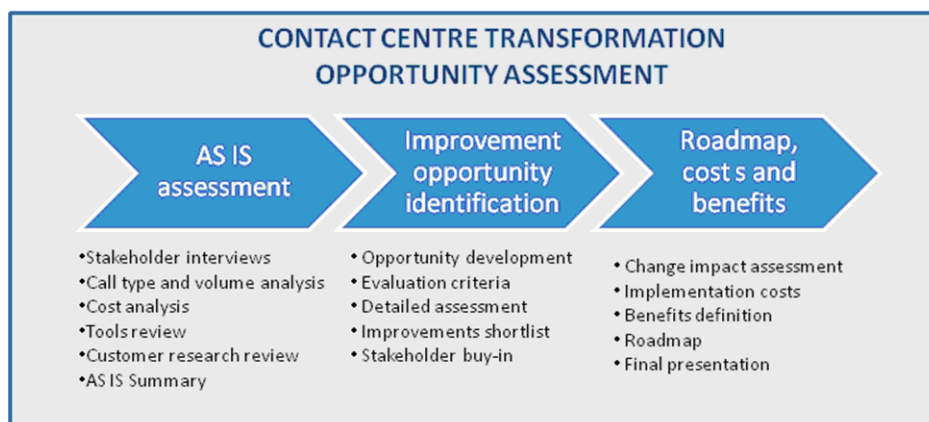
In working with different organisations, we have found that the range of improvement can be substantial in undertaking these type of transformations. Illustrative benefits include:

- More than doubling sales and sales leads
- 10% to 15% reduction in agents
- Large improvements in customer satisfaction ratings
- 5% to 10% reduction in operating costs
- Improved agent and employee satisfaction levels

The scale and scope of improvement will vary by the type of business objectives, the scale of operation involved and the timescales available for improvement.

How we can help?

We have developed a rapid diagnostic that very quickly establishes the scale of improvement that is possible and the scale of investment required to deliver the improvement. This diagnostic can complete within eight to ten weeks as we have developed purpose built analytic techniques.



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Curach Consulting - The Academy, 42 Pearse Street, Dublin 2.
 Tel: + 353 1 2459000 Fax: + 353 1 2459001 Web: www.curach.com

