



merchants
A DIMENSION DATA COMPANY

Contact Centre Assessment

Provides best practice recommendations in line with international benchmarking standards to improve the operational efficiency of your contact centre.

Are you a candidate for our Contact Centre Assessment?

- ▲ Do you need a 360-degree view of your performance across all functions in your contact centre?
- ▲ Are you in need of an optimisation and improvement roadmap to focus your team on targeted improvements in your contact centre?
- ▲ Do you need a third party contact centre specialist to review and make improvement recommendations?
- ▲ Is your operation running the necessary contact centre functions?
- ▲ How does your operational staff rate your performance against that of an external third party specialist?

How well is our contact centre performing and does it compare to best practice? Are we getting optimum efficiency and delivering the best standards of service without compromising quality? Are we leveraging the full potential of our technology? Who do we turn to for help?

Dimension Data & Merchants have more than 25 years of experience in managing our own contact centres as well as providing consultancy to organisations around the world - we have assisted thousands of organisations across Middle East and Africa, Europe, North America and Asia to build and improve their contact centres. By using our industry expertise gained throughout the years, we have developed a Contact Centre Assessment geared to provide you with insight into the macro and micro maturity levels of functions throughout your contact centre.

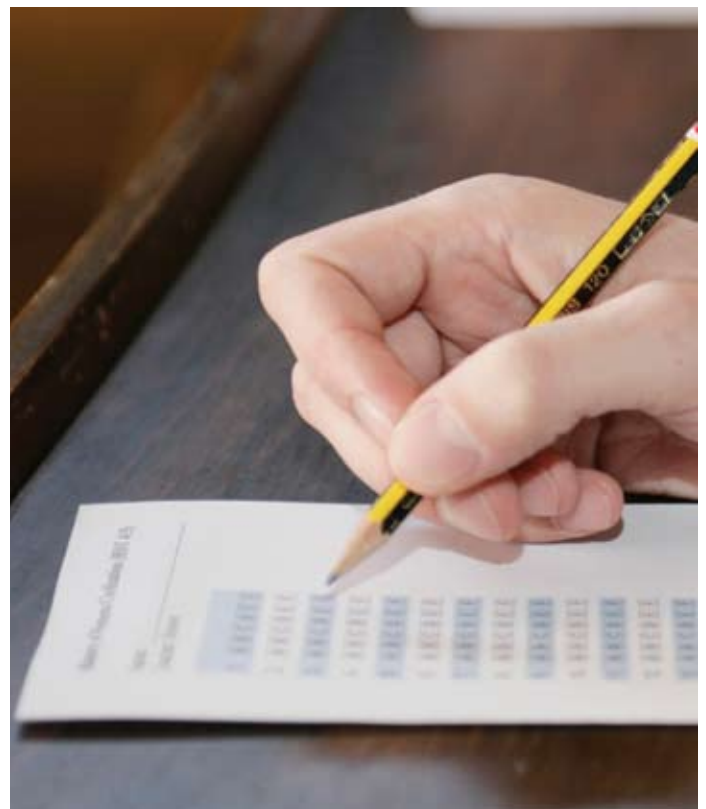
We assess all areas of your contact centre – operations, people, process, management information and technology – to enable you to drive operational change and to develop a roadmap for future aspirations. Following our assessment, you can prioritise improvement initiatives in your contact centre to ensure that you gain maximum business impact.

The Contact Centre Assessment investigates several key areas within your contact centre environment:

- ▲ The level of operational excellence exhibited
- ▲ Financial reporting and management

- ▲ Strategic understanding and foresight, including customer experience
- ▲ The measurement and application of process efficacy
- ▲ People performance and employee satisfaction
- ▲ Workforce management
- ▲ Planning and change readiness
- ▲ The use and effectiveness of technologies and business computing systems in the delivery of services
- ▲ Call delivery and call channelling
- ▲ Quality Management
- ▲ Management information effectiveness

"Our Contact Centre Assessment is a practical tool that outlines the current performance of your contact centre sites and collaboratively makes achievable best practice recommendations to gear your operations for the future."

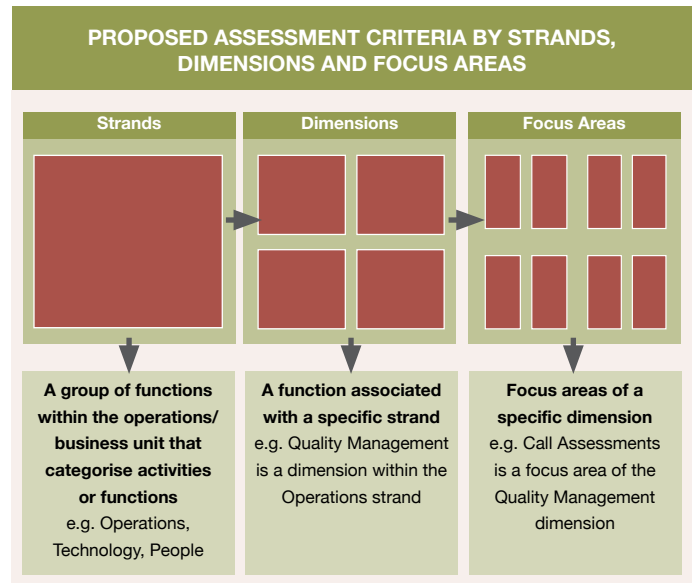


Our approach

As part of our assessment service, we follow a unique methodology customised against your business requirements to ensure that you achieve optimum results. The methodology covers the people, process, technology, reporting, operations and management information strands.

Within each respective strand we have defined the corresponding dimensions and detailed the focus areas within each. This ensures a comprehensive and structured review into an operation, and determines findings and risk impact in relation to your business's priorities.

In turn, the focus areas are accompanied by a series of targeted questions and explorative mechanisms to support our consultants in accurately extracting findings. This allows for the right level of recommendation, performance and risk ratings to be allocated across the assessment criteria.



DIMENSIONS AND FOCUS AREAS OF THE "OPERATIONS" STRAND			
Strand	Dimension	Focus Area	Objective
Operations	Quality Management	Quality Assurance	To review and gain understanding of the QA strategy and it's alignment to business objectives
		Customer Satisfaction	
		Call Management	
		Scripting	
	Organisation	Organisational Structure	Understanding the organisational structure and operating model in relation to the current and planned mode of operations
		Management Organisation	
		Support Organisation	
		Operating Model	
	Knowledge Management	Communication	The management of internal communication and knowledge accessibility and dissemination
		Knowledge Management	
	Performance Measure	KPIs and performance metrics	The alignment and performance of key operational measures in accordance with business drivers
	Complaints & Escalations	Escalation Management	As complaints being effectively managed and tracked to support customer satisfaction, retention and operational cost reduction
	Innovation	Innovation Management	How is innovation being channeled through the business and driving efficiency, quality or cost improvements

Performance Rating

Risk Rating

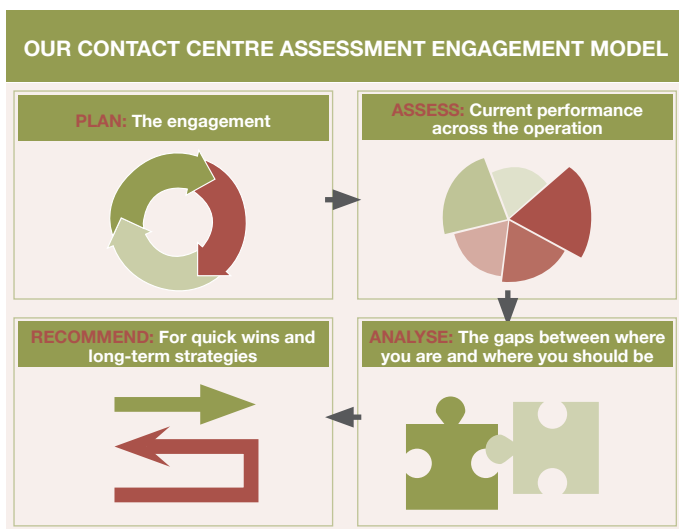
Recommendation

The methodology covers the people, process, technology, reporting, operations and management information strands.

How do we do it?

Our Contact Centre Assessment is typically a ten day engagement depending on the size of your contact centre and the agreed scope of the engagement. We gather all the information through the use of workshops and interviews with representatives from your contact centre – contact centre management, contact centre agents or various line managers focusing on areas such as quality and training.

The overall assessment is governed by a tried and tested engagement model designed to ensure involvement, participation, progress and results throughout the assessment life cycle. Additionally, it forms the basis on which your organisation is able to baseline performance and track improvement following the recommendations made.



Outcome - what can you expect?

Our skilled contact centre consultants analyse the findings of the Assessment and evaluate your contact centre's operational performance against best practices. We then produce a report which includes a detailed evaluation of your current environment, including an analysis of the gaps between your current mode of operations and your desired future state.

Finally, our consultants make recommendations for enhancing your operations by prioritising specific actions. We then develop an implementation roadmap for optimising your contact centre operations that supports the organisation's business objectives.

A snapshot of the benefits of our Contact Centre Assessment

- ▲ Helps you check the progress of your contact centre strategy
- ▲ Evaluates performance against best practice
- ▲ Drives operational change
- ▲ Establishes a tangible improvement plan for staff
- ▲ Prioritises initiatives against business benefit
- ▲ Reviews internal perceptions against actual performance
- ▲ Reviews the skills and effectiveness of your contact centre management
- ▲ Determines the process effectiveness of your customer management
- ▲ Provides an overall review of your operational metrics

Do you want to know the maturity level of your contact centre? Take our test.

Take our free online Contact Centre Development Model test and receive a snapshot of the current development stage of your contact centre: Basic, Co-ordinated, Integrated, Optimised.

Visit www.dimensiondata.com or www.ccbenchmarking.com

Why consider our Contact Centre Assessment?

The Contact Centre Assessment can be used as a starting point for your strategic planning process, as a progress-check against planned projects or as a review of the projects already implemented. 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 leverage your investment in your contact centre operations.

The Contact Centre Audit is a useful tool ...

- ▲ As a baseline for planning operational change
- ▲ When looking to drive operational change
- ▲ To assess operational maturity
- ▲ When some level of objectivity is necessary
- ▲ When exploring where to go and what to do
- ▲ To assess overall operational performance
- ▲ To ascertain quick wins
- ▲ When guiding teamwork for development initiatives
- ▲ When tracking and trending performance
- ▲ In identifying operational gaps

Contact Centre Assessment....

“Having assessed our centre we have finally created a strong foundation on which to craft our strategy and drive operational change.”

“The assessment has helped us focus our resources and operational spend against priorities which yield high business impact.”

“Finally we have a 360-degree view of our performance! We are now far better positioned to set targets, objectives and measures of success. It is refreshing to understand best practice.”

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

“This process has really allowed our team to focus”



Steps

1

Consider the performance levels of your contact centre operations

2

Contact us to find out more about our Contact Centre Assessment

3

Engage and enlist all the relevant stakeholders to enable us to conduct the Assessment





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