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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 our 25 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.

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".

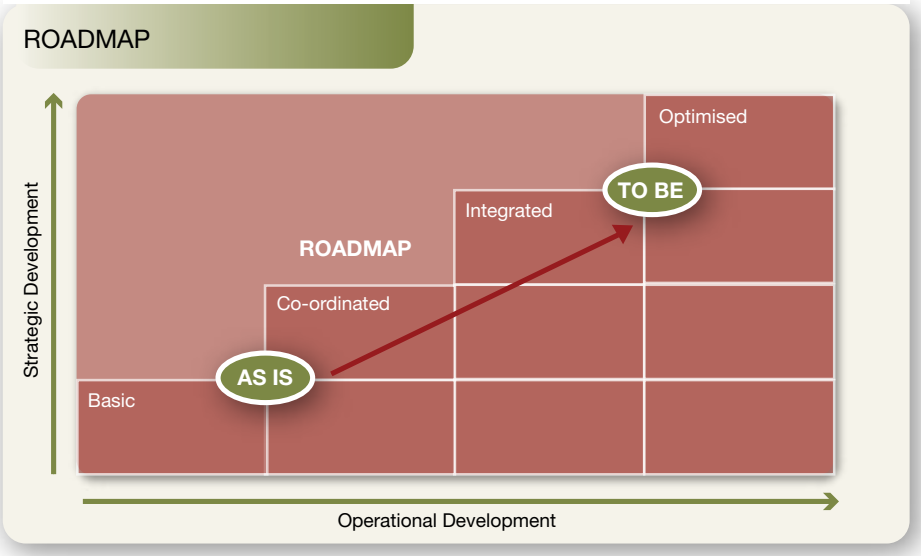
The Contact Centre Development Model can be used as an ongoing mechanism for strategic management against the initiatives that your contact centre has developed, to ensure that you are tracking against the future roadmap.

Operational

1. Management
2. People
3. Process
4. Technology
5. Information
6. Reporting

Strategic

1. Customer Management
2. Customer Experience
3. Business Integration
4. Architecture
5. Customer Knowledge
6. Strategic Value



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.

Benefits

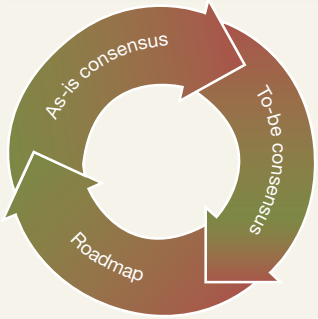
The Contact Centre Development Model:

- 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

THE CONTACT CENTRE DEVELOPMENT MODEL

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

Contact Centre Development Management cycle



- 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

Take the test

Let us show you how our Contact Centre Development Model can enable you to enjoy a variety of benefits. Take our free online Contact Centre Development Model test and receive a snapshot of what development stage your contact centre is at by visiting:
www.dimensiondata.com/solutions/customerinteractivesolutions
or www.ccbenchmarking.com

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**

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."

"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 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."

"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 a single plan."

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