

Contact Center Changes to Address Growth

▲ Our Client and the Project Situation

- Market leader in consumer products with three distinct call center groups
- Facing rapid growth through both direct and indirect channels
- Performance was inconsistent and not living up to “world class” goal

▲ Strategic Contact Project Work

- Completed an assessment and developed a vision, strategy and action plan with timeline to deliver efficient and effective service
- Identified gaps in training, quality monitoring, key performance indicators (KPIs), coaching, staffing, and technology, and defined changes to achieve goals
- Providing subject matter expertise to assist with implementation of vision and plan

▲ Strategic Contact's Value

- Helped the client understand what it takes to deliver “world class” or “best-in-class” service and sales and develop actionable plans to progress toward that goal

Strategic Contact helped this client develop and deliver centralized service and sales to match their product strengths and meet their passionate customers' expectations