

New Contact Center

▲ Our Client and the Project Situation

- Senior living company with properties throughout the United States
- Contacts handled at properties with inconsistent outcomes and lost opportunities
- Sought to create a centralized center to optimize the customer experience in seeking the best housing option, leading to visits and move-ins

▲ Strategic Contact Project Work

- Facilitated planning of all aspects of new center, including organizational design for front line and support functions, facilities, technology plans, metrics, budget, etc.
- Provided project management and subject matter expertise support to the implementation of the new center
- Providing ongoing optimization support

▲ Strategic Contact's Value

- Partnered with the client to leverage their knowledge of how to optimize their unique sales process with our knowledge of contact center operations, technology, organizational structure and roles, and metrics to develop and execute a successful plan

Strategic Contact brings critical insights into the planning and implementation of a new center and how to address issues that arise