Contact Center Assessment Offerings

Call Centers are an integral part of business success. To ensure customer call centers align with business' objectives and offer the most operational value, Meridian IT provides two assessment options.

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Option 1: Initial Requirements Investigation

In this option, Meridian IT brings our expertise onsite in order to understand the strategic positioning of the call center and the value of the everyday operations. Our thorough assessment is designed to identify key features which will support building the customer a 12-24 month roadmap that encompasses the technical design and business process alignment.

The procedure includes:

- Meeting with the executive/senior manager running the call center

- Interactions with the technical management team that looks after everyday operations

- Interviewing the call center supervisors and spending time with selected agents

- Inspecting the current architectural design of the telephony equipment to assess:

  1. Redundancy and resiliency
  2. Scalability and design
  3. Appropriateness of equipment/software chosen
  4. Recommendations

- Studying the current logical design of the call center to assess:

  1. Redundancy and resiliency
  2. Scalability and design
  3. Appropriateness of equipment/software chosen
  4. Call-flows and call treatment
  5. Desktop integration with back-end applications
  6. Context gathering in relation to improving caller experience
  7. Recommendations

- Analyzing reporting capabilities to identify limitations in relation to the strategic plan

- Investigating adjunct connections and resiliency

To ensure a thorough and accurate assessment, participation by the following key customer contacts is required:

- Executive/senior manager with responsibility for the call center operation

- Technical support staff with responsibility for call center operational basis

- Call center supervisors

- Call center agents

- Persons with responsibility for the call flows and call treatment used in call center

- Persons with responsibility for reporting used within the call center

This Meridian IT assessment engagement typically requires two days onsite at the customer's location and three days offsite to analyze and evaluate the documentation for the deliverable. Upon conclusion of the engagement, Meridian IT will develop a discussion paper outlining our findings and present it to the customer.

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Option 2: Business Surveyor

In this option, Meridian IT provides a more extensive look at the way a customer's business works with the call center and how the strategic goals set forth by CxO levels within the organization align with operational requirements and priorities. This assessment utilizes a tried and tested tool known as the Surveyor.

The Surveyor tool is used within a workshop. The consultant works with the customer to decide what elements related to cost, complexity and risk need to be considered for this evaluation.

The tool collates common or industry specific business drivers and assigns priorities, based on agreement by the customer's team attending the workshop.

Our consultants work with your business representatives to define a list of criteria that enables the tool to analyze cost benefit in relation to business drivers using advanced statistical analysis.

Customers gain invaluable business benefits from this experience. This workshop helps define what is important to each facet of the business. Many CxO executives who have sent their teams to this workshop comment that the teamwork approach is refreshing and adds a new perspective for the participants. In addition, the strategic goals set by the CxO leadership are aligned with the more tactical issues affecting the team through this workshop.

The culmination of this workshop and execution of the tool provide a clear view of what activities will actually drive the strategic goals set by the CxO leadership team and allow them to be measured against the cost-drivers defined by the business representatives.

The visual representation enables the customer to quickly discount projects that will have little effect on enabling the business to achieve the goals defined. It highlights some of the more inefficient business strategies – those that would seem to be valuable but, in looking deeper, add little to the business due to their cost to implement, the lack of value they provide as an investment, and their disconnectedness from the strategic goals.

Your list of your Complexity-Risk-Cost factors

1. Enter your list of factors in B15~B20. Use the examples as a guide.

Stability
Openness
SOA
Architecture fit / Integration with Genesys
Maturity
Support

2. Then use drop-down list in B5~B10 to select factors.

1. Stability
2. Support
3. SOA
4. Architecture fit / Integration with Genesys
5. Openness
6. Maturity

Examples:

- Capex cost
- Opex costs
- Project risk / Complexity
- Cost of ownership
- Time to deployment
- Organizational fit (technical, business & process)
- Architectural fit (contact center/enterprise)
- SIP Adoption
- Support of Open Standards
- Stability
- Maturity
- Support for specified technical capabilities

Your list of Business Drivers / Benefits

1. Enter your list of factors in B15~B20. Use the examples as a guide.

Decrease cost of ownership
Competitive differentiation / customer service excellence
Reduce complexity
Flexibility / agility (SOA Vision)
Service consistency across channels
Enterprise architecture

2. Then use drop-down list in B5~B10 to select factors.

1. Decrease cost of ownership
2. Competitive differentiation / customer service excellence
3. Reduce complexity
4. Flexibility / agility (SOA Vision)
5. Service consistency across channels
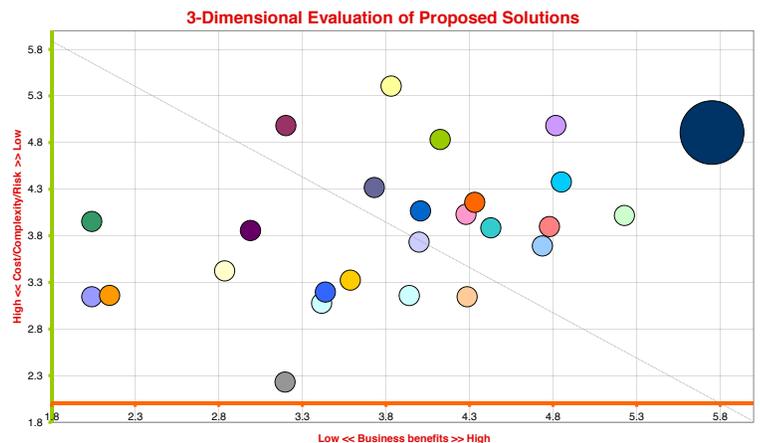6. Enterprise architecture

Examples:

- Decrease cost / increase productivity
- Increase sales / market share
- Reduce churn / increase loyalty
- Competitive differentiation / customer service excellence
- Increase employee loyalty and growth
- Decrease cost of ownership
- Reduce operational complexity
- Service consistency across channels
- Enterprise architecture
- Performance management based on business outcome
- Market leadership - reduce time to market
- Flexibility and agility

Rate the importance of Complexity-Risk-Cost factors

Note: all rows above containing a non-used parameter on the left and/or right side may be hidden.

Type in capital X in the chosen cell, or select it from the list. Do not move cell content from one cell to another. Instead, delete the incorrect value and enter again in the new cell. All rows must contain no less and no more than one selection.

3-Dimensional Evaluation of Proposed Solutions

High << Cost/Complexity/Risk >> Low

Low << Business benefits >> High

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Our expertise in business communications can help your company understand the strategic position of your call center and evaluate its everyday operational value. We tap into the top talent in the industry to ensure our assessments exceed customer expectations.

One of our best resources is Andrew Hall, Solutions Consultant. Andrew works with our Account Executives on all customer assessments. With over 18 years of experience in the Information Technology and Telecommunications Industry, Andrew brings a wealth of consultative experience to Meridian IT. He has consulted on hundreds of contact center implementations across the globe and multiple contact center platforms. Andrew positions himself as a "business advocate" for the customers he supports. He becomes the single-point-of-contact for all things contact center and is described by many customers as their "helping hand".

His work spans more than 30 countries for companies such as Microsoft, Mosaix, Lucent, Avaya, and Dimension Data. He has designed, implemented and project managed large-scale contact center implementations ranging from tens-of-seats to tens-of-thousands of seats.

Andrew has a Masters in Finance and Computer Science from the University of Manchester in the United Kingdom; is a certified Avaya Expert in Contact Center Design and Implementation for the Avaya contact center product portfolio; and is Genesys certified with Cisco ICM/Call Manager accreditations.

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