

Case Study: Replace Customer Contact Center Outsourcing, Align with Business Strategy and Improve Customer Satisfaction

Background:

A \$1.2 million Georgia-based manufacturer of residential blinds, faced a critical challenge with its contact center operations. The existing setup was failing to capitalize on revenue generation opportunities, highlighting a misalignment with the company's broader vision. The task at hand was to realign the contact center to better support, reflect, and embody the brand promise of the company. Additionally, it needed to adapt to the future strategic direction of the company.

Challenge:

The primary challenge was to transform the contact center from a missed revenue opportunity into a strategic asset aligned with the company's mission, values, and brand promise. The Contact Center had to evolve to meet the future strategic goals of the company while enhancing its revenue generation capabilities.

Approach:

CXMD was specifically brought in to address the challenge with a comprehensive approach that was undertaken. The first step involved a thorough review of the company's Mission, Values, Strategic Objectives, and Brand Promise. Subsequently, business outcomes were codified, and the desired characteristics for contact center behaviors and capabilities were outlined. A detailed assessment of the current state of the contact center, encompassing people, processes, and technologies, was conducted. The connection between the brand promise and the contact center (people/processes) and the CRM (technology) was documented. The final step involved delivering a structured Request for Proposal (RFP) to the client, providing them with the tools to select the most suitable Business Process Outsourcing (BPO) partner.

Solution:

The delivered RFP served as the blueprint for the company to execute the selection process for their next BPO. This solution encompassed aligning the contact center with the company's overarching goals, ensuring that the chosen BPO would contribute to the realization of the client's premium customer service brand promise. Business risks are mitigated in the RFP. In addition, best practice contact center process and tech must-have's are included in the RFP. The solution aimed to bridge the gap between the existing contact center setup and the envisioned future state that would drive revenue growth.

1. Revenue Generation: The contact center in interaction with distributors would enhance revenue generation.
2. Performance Management: The agent interaction would be structured, workflow assisted, monitored, behavioral-coached, and improved through data-driven decision making.
3. Holistic Approach: Addressing strategic objectives, company brand image, manpower and execution challenges simultaneously ensured a comprehensive solution.
4. Technology capabilities: BPO would have the latest technological capabilities to integrate into the company systems, address the customer needs, and efficacy to operate on behalf of the business outcomes.
5. Multi-level center diversity: Ensure that contact center service has geographic, network, center location and server diversity for minimal downtime.

6. Cost effective: Provide an economical and competitive cost structure to the company.

7. Transition: Smooth transition from current BPO provider to new provider with appropriate associated project management resources to implement the transition.

Results:

The implementation of the solution resulted in significant achievements for the company. The company successfully executed the RFP process, selected a new BPO partner, and smoothly transitioned to the new arrangement. The revamped contact center, now aligned with the brand promise and strategic objectives, achieved a remarkable 20% increase in revenue. This improvement underscored the success of the initiative in creating a contact center that not only met the immediate revenue needs but also delivered on the premium customer service that the company had promised.

Conclusion:

The case study demonstrates the successful transformation of manufacturing company's contact center from a revenue under performer to a strategic asset aligned with the company's vision. By CXMD systematically aligning people, processes, and technologies with the brand promise, the company was able to select an optimal BPO partner and realize a substantial increase in revenue. The conclusion highlights the importance of strategic alignment and proactive measures in ensuring that contact center operations contribute effectively to the overall success of a company.