

## + Continuous Improvement Practice Overview

### ● THE CHALLENGE

- Your company has implemented a self-service solution to create material value drive cost savings and improved customer experience. Yet, if yours is like those at most organizations, you'll be challenged to ensure the solution continues to deliver value after the initial deployment. In the end, the projected results are not achieved, cost overruns occur as additional resources are needed to address the shortfall, and customer experience is impaired as the self-service channel performance degrades.

Historically, outsourcing these thorny business process problems has not been the answer since most vendors are not incentivized to ensure they continue to deliver optimized performance over the life of the contact automation solution. This misalignment of goals creates significant risk for your organization - and it falls on you to find the solution. These risks may be impacting your operations right now. Do you have insight into the data to assess the situation?

### MAXIMIZED BUSINESS RESULTS

Contact Solutions addresses these challenges through its Continuous Improvement (CI) Practice. The CI Practice was developed and perfected over years of working with leading enterprises, like yours, to solve the toughest self-service challenges and manage ongoing risk of decreased business performance. The CI Practice has demonstrated the ability to consistently:

- Deliver 5x or more cost savings;
- Improve customer experience and brand alignment; and
- Ensure the business has visibility and insight into self-service channels and how they affect revenue and profitability.

### CONTINUOUS IMPROVEMENT (CI) PRACTICE

The CI Practice is based on a unique methodology and supported by a set of processes, tools, scorecards and an ROI tracking model that enables our clients to make informed business decisions about self-service solutions. CI is embedded in your solution and is executed and managed by the Contact Solutions team. The CI Practice will provide your organization with:

- Visibility into projected and actual cost-savings and customer experience performance;
- Strategic insight into customer behaviors, "What-if?" scenarios and system performance; and
- Actionable analytics so you know the specific actions that will improve your self-service solution.

The CI Practice includes a number of components to ensure optimal performance of your solution:

**Goal Alignment.** We align to your business goals for achieving cost savings and improving customer experience. Then, we build a solution focused on achieving those goals and tie our business model to your business success.

**Methodology.** Our Continuous Improvement Methodology™, the foundation of our CI Practice, adds a practical means for achieving your goals. The methodology is a framework for how we document, implement, measure and communicate solution recommendations. Our CI Methodology allows you to make informed decisions about proposed recommendations and enhancements.

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**Tools.** To implement CI Methodology, our expert team uses tools and processes that leverage extensive data from our cloud-based platform. Our toolset also includes a robust discovery process, user-centered design, best practices and actionable analytics.

GOAL ALIGNMENT

METHODOLOGY

TOOLS

OPTIMIZATION RATING

CX RATING

ROI

### Optimization Rating.

Self-service containment and automation rates are measured by using our optimization rating. This rating tells you how efficient your solution is and will directly drive cost savings. Our team will develop a baseline of your current IVR performance from which

we can measure recommendations and strategies. We have the expertise, insight and tools needed to provide accurate automation rates to 1/100th of a percent.

**Customer Experience (CX) Rating.** We have a unique and comprehensive CX Scorecard with which we rate CX in the IVR and voice channel. This rating is the key performance indicator to ensure the IVR consistently delivers a positive experience for callers.

**ROI Model.** Contact Solutions has an extensive ROI model that is tightly integrated with the CI Methodology and captures the business impact (cost savings and revenue opportunities) of the optimization rating and the CX rating recommendations. The model is a business-focused tool that has been validated and proven accurate. It is used for project justifications and reporting at the executive level.

### THE BALANCE: COST SAVINGS AND CUSTOMER EXPERIENCE

Since each commercial and government operation is unique, Contact Solutions balances the customer experience and automation rates to support your specific goals. We will help you make informed decisions based on operational priorities that will move the solution's performance toward an optimized balance.

You'll also have the visibility and insight needed to design the solution to favor additional cost-savings or superior customer experience. We'll quantify the impact of changes on each side of the scale – so if you want to tilt the scales to favor a side, you understand the cost associated with that change.

### CI PRACTICE BENEFITS

IVR and other self-service solutions are complex and can easily become out of alignment with your organization's goals. This misalignment causes your customers to distrust your IVR. And your IVR doesn't deliver the projected results, and, you don't deliver the savings you committed to your executive team.

The Contact Solutions CI Practice manages these risks and delivers significantly more benefit to over the life of the solution than you could otherwise achieve.

**Every minute, your customers are interacting with your organization through your IVR and every interaction offers the opportunity to deliver material benefits to your organization. Every day you stay with the status quo, you leave money on the table. Today is the day to make a change for the better. Call us today.**

### Four Questions to Ask

1. How can we optimize and balance the cost savings and customer experience delivered by our IVR?
2. How does our IVR's performance compare to others in our industry and could it deliver more business benefit?
3. Are we even measuring the IVR's automation rates and CX rates so we can make educated and sound business decisions?
4. What controls do we have in place to ensure our self-service solution will deliver the targeted cost savings and CX rating?