



# Contact Center Assessment

**A** *A contact center depends on many factors working together perfectly to achieve optimum performance. Not only must the technology serve your needs flawlessly, all the other elements of your center must work toward the same goal to achieve your organization's objectives. An Avaya Professional Services Contact Center Assessment can help make sure you're getting peak performance from your contact center.*

## Five-point assessment

Our consultants review five key areas of your business:

- **Strategy:** understanding its mission, vision, and values
- **Customers:** identifying their expectations and requirements
- **Employees:** effectiveness of tools, measures, and resource management
- **Call and Workflow:** aligning it to contact center strategy
- **Contact center technology:** existing use and strategies

## Strategy

A key component of the assessment is understanding not only the contact center's goals but its role within the enterprise. Our consultants look at the big picture to make sure their final recommendations create a holistic approach to optimize your center's operations.

## Customer expectations

A contact center's purpose is to serve customers, and customers have their own ideas of how they should be served. We talk to customers, listen in on their calls, and refer to guidelines for your industry to assess both your center's interactions with customers and how it lives up to customers' expectations.



## Employee productivity and satisfaction

Your staff is a key element in the success of your contact center. One of the most important elements of our Contact Center Assessments is a review of staff productivity and satisfaction. We look at workload, positive and negative attrition, working conditions, and other factors to help you make the most of your staffing resources.

## Call and workflow

The way calls are processed and routed in your center is vital to the success of your overall organization. Our consultants look at the workflow in your center to make sure the right people are handling the right calls, and doing so as efficiently as possible. They also examine how agents are supposed to be handling calls versus how they *actually* handle them. That includes reviewing real-time agent reports for potential improvements in call handling.

## The right technology

The technology that enables contact centers to function at the highest levels of productivity is constantly changing. Our consultants review your center's technology to see if it's being used as effectively as possible, or whether alternative technologies and strategies could increase productivity and be more cost-effective.

## In-depth report

As part of your Avaya Professional Services Contact Center Assessment, you'll receive a complete report that you can act on immediately to make your center more productive. The report includes:

- **Management summary:** A high-level review of key findings and recommendations, highlighting strengths and areas for improvement.
- **Observations and recommendations:** Detailed information gathered from observation and interviews, along with specific recommendations for improvements.
- **Scorecard:** A rating on each of the five key assessment areas that provides a quick read on your center's effectiveness. It's a great tool for prioritizing your initiatives and targeting future investments.
- **Key performance metrics:** A comparison of industry metrics that apply to your center. A powerful tool for quickly identifying areas that need to be addressed to stay ahead of your competition.

## Learn more

For more information on an Avaya Professional Services Contact Center Assessment, or to learn about our broad range of other services, contact your Avaya account executive. Or call us toll free at 1-866 GO AVAYA (1-866-462-8292) to speak with an associate who can address your needs. Reach us by email at [crmpso@avaya.com](mailto:crmpso@avaya.com), or visit us on the Web at [avaya.com](http://avaya.com).

## The leaders in CRM Solutions

Avaya Professional Services is a global organization that provides world-class consulting, integration, and management solutions to more than 1,200 contact centers every week. Our 900 consultants provide CRM expertise across continents and cultures. Avaya Professional Services can help you:

- Maximize your technology investment
- Partner with the CRM technology leader
- Augment your in-house staff with CRM service expertise
- Improve operating efficiency and lower costs
- Increase customer satisfaction and loyalty
- Grow your customer base and profits
- Focus on your business and customers