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Business Process Optimization for Contact Centers

While 20 percent of business costs comes from production, the remaining 80 percent is allotted to [research](#), design and [customer service](#). In fact, services have grown to 80 percent of the GDP in the United States, and this trend is increasing. In addition, [customer service](#) has become a huge influence on turnover and profit. As a result, more and more companies are focusing on improvements on the service side.

Customer Interaction Centers
According to customer [surveys](#), customers are expecting more, are willing to change brand more often, and are prepared to tell others why. Organizations called Customer Interaction Centers (CIC) handle both customer service and sales through multi-channel communications. They can act as a reservoir for different forms of customer information and feedback. Knowledge generated about customer requirements and [customer satisfaction](#) should not be buried in a contact center or even worse with an agent.

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Matthias J. Haupt
Vice President Global Sales
ASC

In an enterprise-centric contact center approach, the CIC needs to make information available to other departments in the enterprise, and relevant parts of the company must have access to customer input for designing new products, to detect areas for improvement and many other triggered activities. Therefore, the CIC needs strong links and interfaces into many different areas of an enterprise.

However, a contact center seat represents a substantial investment, and contact center operators are caught in a constant squeeze between operation cost, investment and performance. Typically, the human factor, not technology or process, makes the difference between a great [customer experience](#) and a painful one. Business process optimization helps meet many of these challenges.

Business Process Optimization
Business process optimization represents a paradigm shift towards a more holistic approach to all processes in a contact center. It covers four main areas: [Quality Monitoring](#), eLearning and eCoaching, interfaces (to CRM, ERP and [workforce management](#) (WFM) systems) and Business Process Monitoring through speech analytics and artificial intelligence.

The phases to improve business processes consist of analysis of the current situation, evaluation of improvement scenarios, implementation of corrective actions and a feedback loop to determine whether the proposed fixes have really delivered expected results.

Voice and screen recording, as well as [quality monitoring](#) (QM) and speech analytics, are giving valuable input and analysis in all the above mentioned phases. In fact, these functions provide a very solid data pool as a basis for a common understanding of all parties involved in customer interactions. These observations are a perfect base for running Six Sigma projects.

Conclusion
Business process optimization (BPO) solutions go beyond the performance of an agent by using screen and [voice recording](#), together with quality monitoring and speech analytics. BPO can be used to spot erroneous software, determine loading times of applications and network problems, and detect human factors such as a lack of knowledge about product applications or failure to comply with legal procedures or the contact center script. Their holistic approach enables enterprise-wide evaluation and improvement.

Related Articles

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About Matthias J. Haupt:
Matthias J. Haupt joined ASC as Vice President Global Sales on February 1, 2009. He is responsible for all sales activities globally and in all ASC branch offices. Previously, Mr. Haupt held a number of positions at Swedish rolling bearing manufacturer, SKF, mostly in International Sales and Marketing, and most recently in Business Development and Sales for Asia in the Automotive Division. Matthias J. Haupt

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ASC is a global provider of solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital information, enabling organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations; therefore, ASC provides an important contribution to public safety.



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