

blackturtle  
services

# Improving Customer Experience through Contact Center Optimization

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## Improving Customer Experience through Contact Center Optimization

With the emphasis on managing the customer experience, it can be a daunting task for many organizations to understand where and how to get started. In today's customer experience centric environment, we have a customer base with high expectations and little tolerance for errors. Today's world of immediate feedback (i.e.- Twitter) and high expectations has created an environment where customers are quick to comment on unsatisfactory experiences.

Companies are trying to balance the adoption of lower cost-to-serve channels with the customer experience. Adding to the complexity are existing siloed technology solutions that do not provide an all-inclusive approach.

Black Turtle Services (BTS) provides a holistic approach that will enable you to make forward strides. We believe that achieving and sustaining exceptional customer experience begins with assessing performance in four inter-dependent dimensions of every contact center – strategy, processes, technology, people – to identify issues and their root-causes, develop a roadmap for improvement, and implement effective solutions to rapidly deliver measurable results. However, it is critical to view it from the perspective of the citizen. Many organization improve process based on what is easier for the business to enact as opposed to what is easier for the citizen.

By viewing operations in the context of each dimension, organizations can determine what is needed to optimize performance in each of these critical areas:

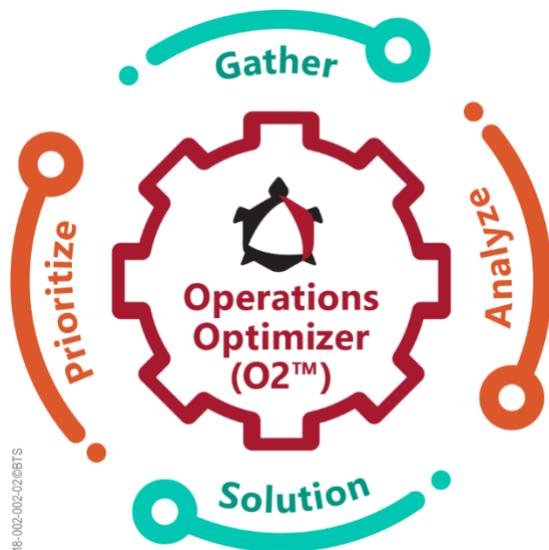
- **Customer Interaction Channels** (omni-channel strategy)
- **Customer Experience** across the entire lifecycle (continual performance monitoring)
- **Comprehensive Quality Analytics** (predictive-current-historical)
- **Business Process Remediation** (people-technology-service)





This structured approach is the cornerstone of what BTS does every day to enable new and established organizations to create a cohesive multi-channel program where each operational facet and channel is “tuned” to optimize the customer experience.

For organizations looking to improve efficiency and effectiveness and optimize customer experience, BTS can provide an **Operational Efficiency Assessment and Improvement Plan** leveraging our proven Operations Optimizer (O2) methodology.



- **Gather** operational data on call type-length-outcomes, agent-supervisor tenure, training programs, customer satisfaction, and gaps in current analytics
- **Analyze** common issues and identify potential opportunities for operational improvement
- **Solution** that aligns the realities of day-to-day operations with proposed improvement initiatives
- **Prioritize** by identifying a sequence of improvement opportunities designed to align with organizational maturity

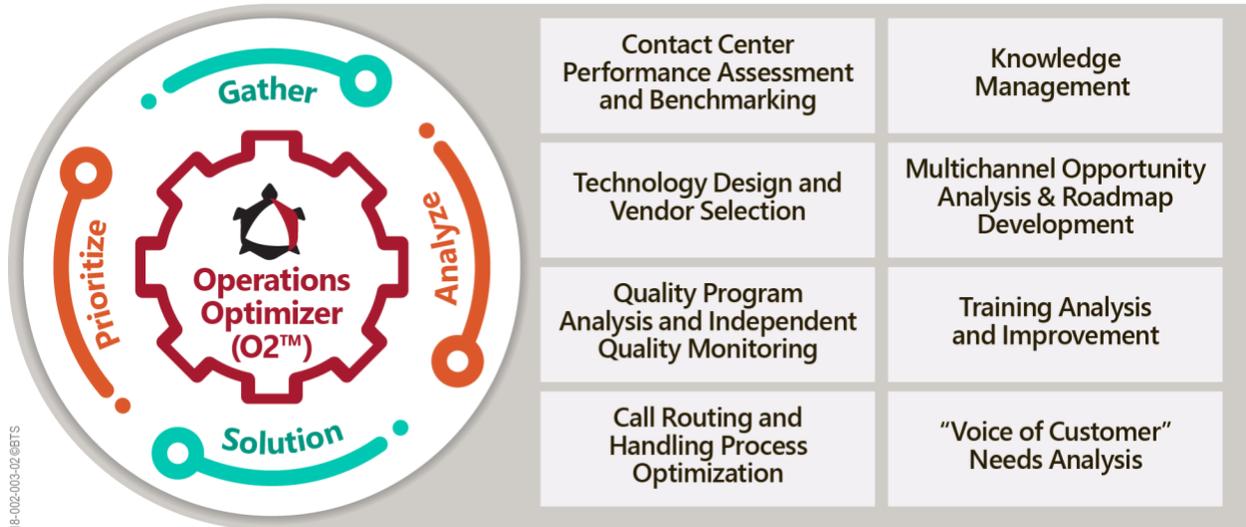
This methodology delivers actionable results your organization can leverage to improve:

- **Service Strategy:** Operate and innovate service management systems and business operations into a strategic business asset, which can help the Contact Center achieve its mission in an efficient, effective, and reliable manner.
- **Service Design:** Assess operational flows for contact center services, processes and functions that achieve prime efficiency and standardization.
- **Service Operation:** Evaluate the contact center services’ ability to effectively meet service and issue management SLAs and adhere to SOPs.
- **Continual Service Improvement:** Measure and analyze contact center Problem Management into actionable Knowledge Management intelligence, which aligns with contact center strategy. Review the contact center’s ability to scale as volumes increase.

The O2™ process typically takes about 30-60 days. Timeframe allowances are made based on the state and availability of operational data at the outset of the program and schedules of the operational team in the Solution phase. Results can vary widely depending on the current maturity and complexity of the operation. However, improvements to first call resolution, call quality, and customer satisfaction can be immediate. Sustained improvement trends will provide reduced costs, increased customer satisfaction, and higher employee retention.



BTS' holistic approach to contact center optimization also includes a comprehensive suite of Optimization Outsourcing services including:



Whether you choose to leverage select components of BTS' suite of services or entrust us to undertake a comprehensive assessment of your operations, the benefits to your organization will be clear and measurable. BTS' proven O2 suite of services have helped clients:

- Increase constituent-caller satisfaction and loyalty through personalized treatment
- Mitigate factors that overburden or strain operational staff by driving out inefficiencies
- Attain positive appraisals from all stakeholders as performance exceeds expectations

Black Turtle Services is a Woman-owned Small Business with exceptional past performance supporting several high profile Federal programs including the Centers for Medicare & Medicaid Services Customer Contact Operations (CCO), the U.S. Citizenship and Immigration Services National Customer Service Center (NCSC), and the FEMA Turnkey Call Center.

**GSA IT-70** GS-35F-411CA

**NAICS** 561422, 541519

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