



# Customer Interaction Management Blueprint

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# Organizations crafting their customer service strategies are often at a loss to identify the best way to deliver the brand promise. With the explosion of digital and social media and channels, rate of change of customer expectation has outpaced the rate at which organizations are able to adapt. Processes and technologies in use are frequently not able to keep up with changing customer needs.

Customer expectation is shaped by a brand's promise and we believe that a brand must fulfill this promise in each customer interaction. While a contact center seems like the most obvious choice to handle customer interactions and provide service, customer interactions need to be designed in-line with the brand promise. The choice of channels, sizing, and processes for each interaction need to be assessed before setting up the center. The risk of taking a decision without a structured approach leads to either over investment or poor customer experience.

The right technology is a key enabler for the contact center. The technology design will involve evaluating the right technology, systems, and applications for the contact center. In a scenario where contact centers are looking to be profit centers, this includes the expertise to define business requirements, evaluate current functionality, recommend solutions, advice on the impact of future trends, develop short- and long-term phased plans, and analyze costs versus benefits.

## The Solution

Customer Interaction Management (CIM) blueprint is a methodology to assess the maturity of contact management in an organization and determine a series of measures in the form of business and technology design blueprints to take contact management to a desired position as per brand and business needs. It employs a series of analytical techniques to arrive at the current position of the contact center against its maturity lifecycle and to identify opportunities for improvements. It is based on the principle that the whole 'contact landscape' of an enterprise is the result of the interplay between three broad drivers - customer experience, accessibility, and capacity to deliver. Companies must look at the issues within their contact centers and create a clear vision of superior customer service. Every company has different needs and customer care requirements. We think it's important to identify what customer service means to your organization, and then find the right technology to provide optimal customer experience, enabling you to conduct profitable interaction.

## The Approach

CIM blueprint is created through a four step process – “Assess”, “Analyze”, “Advise” and “Assist”. These four steps cover assessing the current position of contact management, analyzing the gaps in contact management, advising a suitable blueprint to cover the gaps and assisting in the implementation.

The assessment encompasses five decision-making layers namely brand layer, business layer, financial-functional layer, operational layer and technology layer in a top-down manner where problems and solutions are defined for each layer and cascaded down. A key set of techniques is used for this assessment. One of the main ones is CIM Indexing that helps one to find the 'position' of the contact center in the maturity life cycle. The current and ideal positions are identified, gaps are measured, solutions are identified, and benefits substantiated. This leads to what we call Business Design, which further leads to the Technology Design. From a blueprint point of view, additional services where guidance to implementation is required are also offered.

## Phase 1 - Business Design

Servion studies the current business plans and processes, defines contact center strategy in line with the business processes, and recommends a roll out plan. This would include an understanding of the challenges and expectations from the organization, assessment of the organization's business, and preparation of a high-level business design for the proposed multi-channel contact center defining the various functions, processes, operations, and MIS requirements.

The aim is to align the contact center's vision with that of the organization and includes organization vision, mission, and positioning; study of products, positioning, and process for servicing each of them; customer segmentation; end-to-end customer interaction process mapping for each and every type of interaction; contact center service definition; and more.

Integrated with ServIntuit's (our omni-channel customer experience platform) Next Best Action Engine, ServInsights provides insights into rule effectiveness across channels and customer types along with a snapshot of customers' channel hopping trends. This gives you a better understanding of the Next Best Actions delivered to your customers and their impact on various customer segments, helping you drive continuous improvement.

## Analysis and Assessment Techniques

Servion uses a set of focused techniques for assessment and analysis. Some are:

- CIM Indexing - An assessment framework based on a compendium of practices used across the globe and structured as standard, best and next practices
- Activity-based Costing - The activity-based costing assessment provides an in-depth analysis for identifying the operational inefficiencies of the contact management
- Capacity Modeling - The capacity modeling assessment provides an analysis of forecasting and capacity management practices
- Customer Experience Mapping - The customer experience management assessment evaluates the translation of strategic organization objectives into customer experience objectives
- People-Process Assessment - The process and quality management assessment is a step-by-step approach that assesses the current operations setup at the contact center

## Phase 2 - Technology Design

Servion prepares a high-level technology design of the multi-channel contact center defining the various technology components and operational requirements in line with the business design submitted in Phase 1. Servion helps evaluate solutions available that would meet the stated business and budget requirements. The design for the contact center is arrived at after evaluating all available options and keeping in mind the future roadmap of the contact center.


Our services include a SWOT analysis of technology design and component options to choose the right design for the contact center. The technology design involves modules such as defining the scope and service of the contact center, analysis of the required call parameters like call time, call traffic, architecture, technology components, evaluation of various technologies, sizing, and more.

At the end of the assignment, the blueprint or set of recommendations on business and technology design and operations is handed over to the client.

## About Servion Global Solutions

Servion enables business transformation for enterprises in the area of customer experience management. Over the last two decades, Servion has evolved from being a single channel expert then to now converting omni-channel touch points into customer journeys with over 10 billion customer interactions in 60 countries across 6 continents. Servion's CX experts based in USA, UK, UAE, Singapore, and India deliver measurable outcomes through consulting, advanced technologies and industry-specific IP platforms.

**For more information, visit us at [www.servion.com](http://www.servion.com) | [marketing@servion.com](mailto:marketing@servion.com)**

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