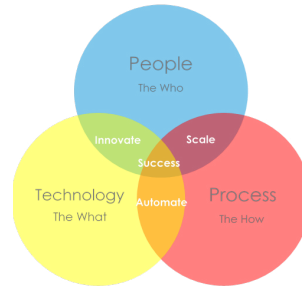**Contact**Centre
S P E C I A L I S T S

People, Process & Technology

Contact Centres are diverse and highly complex organisations made up of many functions but fundamentally they are all the same – they are part of an organisation in which incoming and outgoing communications from both new and existing customers are handled by teams of contact centre agents.

People, Process and Technology

A simple way of explaining the make-up of an organisation, such as a contact centre is the commonly used term, 'People, Process and Technology'

• People themselves do the work.
• Process helps people do the work better
• Technology helps people do faster, more innovative work

People
They do the work but how they do that work is crucial. There is lots of talk at the moment about how AI etc will impact the role of humans, but people are, at least for now, still required for governing the output.

Process
These help people do their work better. Processes help define and standardise work, preventing people from having to reinvent the wheel all the time.

Technology
Helps people do faster and more innovative work. It helps free up our time to be more creative.

Change

Change is key to the ongoing success of any business; standing still does not breed success especially in contact centres where customers are demanding faster and simpler ways to communicate with them.

People utilising processes allow businesses to **scale** and this is where growth is accelerated; one person utilising a great process can be the same as ten people utilising a poor process.

People interacting with technology allows us to **innovate**. We start by creating new ways of doing the things we've always done, but then we open our minds to new ways of doing new things.

Processes that interact with technology allow us to **automate**. Machines execute things far faster than people can.

When businesses successfully manage all these three interactions, they grow and they see **success.**

Strategy

'A plan of action designed to achieve a long-term or overall aim.

So, what are the questions businesses need to ask themselves?
• Are we fast enough
• Are we efficient enough?
• Are we creating value?

The answer to these questions allows us to start to understand where change is required. However, one key ingredient is missing; **a strategy**.

If an organisation doesn't have a strategy, how can it answer these questions?

"If you don't know where you are going, how do you know how to get there or when you've arrived?"

But, just as People, Process and Technology come in 3's, so does Strategy:

• Strategy is **why** we make the decisions we make
• Tactics are **what** choices we'll make to achieve those decisions
• Execution is **how** we'll implement our choices

Businesses need to be able to answer the question of why in order to answer the subsequent decisions of what and how.

CCS has many years of experience when it comes to contact centres and change. Our time working in contact centres has shown us that there is a regular theme when it comes to change - there just aren't enough hours in the day to determine and deliver a strategy whilst trying to deliver the day to day challenges of running a contact centre.

How can we help?

Audit - we first perform an audit of your contact centre which includes a review of your existing operating model in terms of people, process and technology. The output of this is a report which includes recommendations and any quick wins with associated high-level benefits and costs for delivery. It also provides a baseline to support the development of a strategy.

Strategy and Roadmap – utilising the baseline from the audit, we will then work with the relevant stakeholders in the business to define a strategy for the contact centre. The associated roadmap will then be created along with a business case to justify the spend. Depending on the organisation and scope, we often Include in this process an educational masterclass and strategy design workshop with **Martin Hill-Wilson** who is a global authority on social customer service and has a long-standing track record in customer engagement strategy and implementation.

Beyond this, CCS has a team of over 100 experts who are business, people and process orientated, half of whom are technical experts in communications and technology. This team can if required, help support the delivery of any quick wins and the delivery of the overall strategy, no matter what that strategy is.