

# Corporate Outsourcing & Consultation Services

Unlimited Transformation Outsourcing

## Introduction

This document has been designed to provide policy guidance to support the delivery of in-house or outsourced projects with the required high standards that increase the work efficiency and the customer experience satisfaction level and customer journey measurement and process mapping.

The content identifies the challenges faced in consistently providing good quality services and outlines practices and procedures that will deliver a consistent and high-quality service the clients.

## Aims and Objectives

For the purpose of this document, it may be useful to identify the key aims of Corporate Outsourcing Services:

To increase the numbers of achievements in the outsourced project and in order to do that we must work on the below three major points:

- To increase skill levels
- To train and assess leaders, coaches and instructors
- To be an example of best practice in the provision and management of Operations Excellence.

These policy guidelines will assist staff with delivering high quality services by adopting practices, procedures and principles to deliver consistency, resolution at first point of contact and continuous service improvements.

## Objectives

The objective of this document is to highlight the quality standards adopted by Outsourcing services and identify principles and practices to deliver high quality services.

## Types of Contact Center Consultation Services Expertise

- **Inbound** (when it is the customer who initiates contact)

1. Customer Support
2. Customer Care
3. Order Processing
4. Billing Inquiries
5. Help Desk
6. Data Validation
7. Social Media Support
8. Schedule Appointment
9. Non-voice Transactions "Email, SMS, Web chat"
10. Virtual Reception Service

- **Outbound** (when it is the contact center that initiates contact)

1. Customer Satisfaction Survey
2. Tele-Marketing
3. Tele-Sales
4. Product/Service Announcement
5. Renewals
6. Win back / Retention
7. Debt Collection
8. Data Verification
9. Welcome Calls
10. Leads Generating "B2B - B2C"
11. Phone Screening HR

- **Corporate Support** (when it is the contact center that initiates contact)

1. Business Consultation – All CS Touchpoints
2. EU and CX journey mapping
3. Gap Analysis & Due Diligence Activities
4. International Standard Consultation such as "COPC, SIX SIGMA, PMP and other to help the corporate
5. Project Management and Transition Activities
6. Business Solution & Work Model Designing
7. Other Administration Activities "PPT support, Business Translation"

## UTO Services Delivery

Consultation and feedback on service standards will take place to ensure that a process of continuous improvement takes place.



It is appropriate for this consultation and feedback to take place on an on-going basis to improve service delivery and monitor the quality of the service provided to course participants and others.

Staff capabilities and training will be equipped to help customers with their enquiries/challenges without having to refer them elsewhere and will focus on pursuing the customer's problem to the point of resolution, regardless of which access channel/s the customer uses.

Response must be the same regardless of the access channel customers choose to use.

**UTO** provide adequate staff resources with high interpersonal skills to respond to enquiries by each means of access and to ensure all information provided is consistent and up-to-date regardless of the channel used.

## Monitoring

Monitoring has become a fundamental part of the provision of good quality customer services and customer care. It demonstrates how well we deliver what we do and how we can improve.

Monitoring enables us to develop core competences in managing our relationship with customers. It highlights areas that need attention and provides feedback that is essential for future development.

We need to set targets and demonstrate how those targets have been achieved. Customer feedback will provide the basis for monitoring the standards set by the Centre.

### **Main UTO Objectives:**

- Understand the needs and behaviors of customers.
- Guarantee the outsourcer is achieving the agreed KPI's & SLA's
- Monitor achievements against objectives.
- Use feedback to shape services.
- Focus resources to be effective in delivering quality services.
- Identify service failings.
- Capture and record customer information.
- Ensure systems are integrated to support the flow of information to enable efficient monitoring, review and change.
- All front of house services will be monitored.
- Measure satisfaction.

### **Operational Assessment:**

A full operational assessment provides customers with a comprehensive and holistic review and analysis of your call center, and typically covers the following areas: organizational alignment, customer access strategy, recruiting/hiring, onboarding/training, quality assurance, performance management/coaching, workforce management, knowledge management, systems (ACD, WFM, IVR, QA, KM, etc.), employee feedback/engagement, customer feedback, process improvement and self-service.

Full operational assessments are normally staffed by 2 Senior Consultants, and are comprised of extensive remote pre-assessment data gathering, 1-2 weeks of on-site observation, multi-level staff interviews (agents thru to directors), focus groups and general discovery, followed by 2-3 weeks of off-site for analysis and generation of the report of findings and recommendations. The project culminates with an in-person read-out and executive level presentation.

The deliverable resulting from a full operational assessment includes a comprehensive and highly-detailed report of findings that provides a gap analysis to best practice, recommendations and prioritized corrective actions, and a fully mature business case analysis to support the findings. This assessment going to take place every quarter during the project life cycle to make sure from corrective action plans taking place and efficiency level to take new actions for better improvements.



**Overall UTO Scope of Work:**

A comprehensive assessment can help identify the strengths and weaknesses of your operation’s practices.

Any service owner in outsourcing may be concerned that the business is not running optimally and that operational efficiency is lacking. May have trouble maintaining a successful workforce management program, implementing quality initiatives, or yielding the desired customer experience. Some clients simply seek a “health check-up” to validate the effectiveness of current processes and procedures.

The Contact Center assessments projects are driven by client's unique business needs, as well as by project scope, desired outcomes, and schedule requirements. The consultation service will leverages its customized planning and data gathering tools to conduct onsite observations, interviews, and focus groups.

Make valuable use of onsite time – talking with staff, assessing efficiencies, and scrutinizing current processes and practices within five key areas.

### **Leadership and Organization**

- Call Center Organization and Management Structure
- Functional Roles and Responsibilities
- Reporting Relationships
- Support Roles within the Contact Center

### **Operations and Processes**

- Contact Center Business Goal and Function
- Internal and External Customers
- Contact Channels and Handling
- Major Tasks Performed and by Whom
- Information Requirements – Resources and Tools
- Escalation and Support Processes
- Manual Work Processes
- Process Efficiencies and Inefficiencies
- Cross-functional Communication and Information Sharing
- Change Management Initiatives

### **Systems and Technology**

- Inventory of Contact Center Systems and Technologies
- Use of Mobile Applications
- Routing and Distribution of Customer Interactions
- Systems Integration
- Quality Monitoring and Recording Capabilities
- Desktop Information Technology
- Reporting Technology – Generation and Distribution of Reports
- Business Analytics – Quality and Accuracy of Data
- Business Continuity Planning

## **Staffing & Workforce Management Services (WFM)**

- Contact Volumes and Staffing Levels
- Characteristics of Demand
- Forecasting and Scheduling
- Use of Systems and Data
- Intra-day Management

## **Performance and People**

- Contact Center Performance Measures
- Nature of Call Quality Monitoring Program
- Desired Competencies and Performance Issues
- Nature and Effectiveness of Training Program
- Retention, Staff Development, and Career Path
- Staff Morale and Attitudes

An analysis of data gathering results includes mapping current practices against future goals and identifying gaps and miss-alignments.

## **What is UTO Output?**

A Roadmap that provides you with a clearly defined set of prioritized recommendations that will allow your CS department to reach new levels of operational efficiency and to provide a greater contribution to your organization's business goals. That's why we named **U**nlimited **T**ransformation **O**utourcing.