



## Workshop

# Optimise the performance of your Contact Centre to achieve your business objectives

### Some background

Results from a recent benchmarking survey indicate that, in South Africa, the top three business drivers for contact centres are:

- Improving customer service
- Creating direct relationships
- Retaining profitable customers

To respond to the various business drivers and interaction issues, and to be able to compete effectively in a fiercely competitive market-place, the number one imperative of contact centre (CC) operators has become the need to enhance the strategic and operational capabilities of their contact centres and to optimise their performance to achieve business objectives.

### Your key challenge

In order for you to know what operational and strategic capabilities to develop and how to optimise your contact centre performance, you need to understand:

- What your competitors are doing and what local and international industry trends you should be cognisant of
- The role that your contact centre plays in the value-chain of your business
- What your business objectives are
- The strategic and operational elements that make up your contact centre capability
- The methodology to be followed in planning and managing an initiative to build strategic and operational capabilities and optimise performance

This is where the Paladin Consulting workshop, "Optimise the Performance of your Contact Centre to achieve your business objectives", can add value to your CC and your business.

## The Workshop

The workshop, customised to your business context, consists of a 1-day interactive session where the following three major topics will be addressed:

- The changing business context for Contact Centres (assessing industry trends and analysing your competitive positioning)
- Defining the role of your contact centre in your business' value chain (includes a module on commercial models for your operation)
- Building an integrated, multi-channel, multi-functional contact centre – the basics (a simulated assessment of your strategic and operational capability; a gap analysis between your current and desired state of development and performance; a step-by-step approach to planning and managing an improvement initiative designed to build capability and optimise performance to achieve business objectives)

The workshop will be conducted at your premises. You are required to provide a workshop room with a desktop PC or Laptop, with the MS Office Package 1998 or later, for every two participants (preferably for each participant).

## Who should attend

The workshop is aimed at senior management, operations managers, team leaders, project managers, representatives from functional support areas such as HR, Finance and IT and whoever else is responsible for customer and / or channel management. The background of the delegates is taken into account when planning each workshop and the content and presentation is adapted to suit the audience.

## The benefits for you

The workshop will benefit you in several ways. It will:

- Provide you with both an insight into the changing business context in which Contact Centres operate generally, as well as an overview of the local market in which your Contact Centre operates
- Illustrate, using the generic value-chain model, the role that your contact centre should play in your organisation's value chain
- Assist you in determining which commercial operating model is best suited to your contact centre operations
- Engage you in the process of thinking and planning for the all-important initiative of developing and / or enhancing key strategic and operational capabilities in your contact centre and in optimising your performance to achieve your business objectives
- Expose you to proven methodologies for contact centre optimisation

## Workshop Agenda

Activity	Time
Introduction	08:30 – 09:15
Context set – The Contact Centre and the business value chain	09:15 – 10:15
<b>Refreshments</b>	10:15 - 10:30
The changing business context for your Contact Centre	10:30 – 12:00
Defining the role of the Contact Centre in the business value chain	12:00 – 12:45
<b>Lunch</b>	12:45 – 13:30
Choosing an appropriate operating model for your Contact Centre	13:30 – 15:00
<b>Refreshments</b>	15:00 – 15:15
Building an integrated, multi-channel, multi-functional contact centre – the basics	15:15 – 16:30

## Pricing

Number of participants	Price per participant	Fixed price
1 to 5	N/A	R6,500.00
6 to 10	R950,00	N/A
11 to 15	R800,00	N/A

Note:

- 1) The minimum price per workshop is R6,500.00
- 2) The maximum number of participants per workshop is 15
- 3) All prices include snacks and refreshments
- 4) All prices exclude VAT

Should you wish to make a booking for one of these workshops or make further inquiries, please contact Andy Searle or Ica van Eeden. Our contact details are:

Email: andy.searle@paladin-consulting.co.za **or**  
 ica.vaneeden@paladin-consulting.co.za  
 Cell No: Andy - 083 419 4200 **or**  
 Ica - 083 4000 410  
 Office No: 011 807 5639  
 Fax No: 011 807 5640