Contact Center Optimization

• **Customer Satisfaction vs. Efficiency:** Many contact centers struggle to find the right balance between customer satisfaction and improved efficiencies. Using a reactive approach can lead to a cycle that sacrifices customer experience for efficiency or vice versa. Those reactive tactics include:
  - Increasing agent utilization by decreasing training time
  - Reducing call handling time, but eliminating warm transfers
  - Decreasing customer wait times by increasing staffing

• **Call Center Optimization:** Optimized call centers focus on people, process and technology to deliver more value to the customer while simultaneously becoming more efficient.

Path to Optimization

<table>
<thead>
<tr>
<th>Typical Call Center Problems</th>
<th>Sample Solution</th>
<th>Optimized Call Center Benefits</th>
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<tbody>
<tr>
<td>Call handle times are too long</td>
<td>Improve desktop applications and authentication rates to desktop</td>
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<tr>
<td>Customers have to speak to multiple agents to resolve their problems</td>
<td>Optimize speech grammar technology and call routing</td>
<td>Eliminate double-handling costs, and customers do not have to repeat their stories</td>
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<tr>
<td>Agents spend a lot of time on simple call types</td>
<td>Build and market self-service options in online, mobile and IVR</td>
<td>Agents focus on solving complex customer problems and deepening relationships</td>
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<td>Customer wait times vary depending on the question or issue</td>
<td>Cross-train agents to handle call types with volatile volumes</td>
<td>Flexible workforces enable more efficient staffing to volume</td>
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<td>More tenured and skilled agents do the same work as new agents with less skill</td>
<td>Triage call complexity in IVR and with different toll-free numbers</td>
<td>Higher tenured and skilled agents handle more complex calls</td>
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