

# Map out your responsibilities in the contact centre

TELEOPTI IMPROVE CONSULTING



## Roles and responsibilities in the workforce management process

Do you feel like you are always fire-fighting in your customer service instead of having the time to plan and prevent problems? Are many people involved in the same task, yet none of them are actually responsible for it?

If the answer to these questions is “yes” or “maybe” then you have something in common with many other customer service departments, which is why we have developed the IMPROVE service *Roles and responsibilities in the workforce management process*. This service is designed to help you reach a clearer picture of the tasks and areas of responsibility which need to be mapped to support this vital process.

To IMPROVE customer service results and achieve established objectives, work must be clearly assigned and explicit areas of responsibility introduced. An overview and mapping of the current customer service situation is a necessity if the improvement work is to succeed. We help you map out what people in the contact centre actually do, regardless of their job titles or job descriptions and how responsibility is actually divided.

An important factor for success is that we conduct this analysis together with you. We help identify a structure and pattern in daily routines and providing you with a foundation for change.

## Objectives

As no two contact centres are the same, the objectives vary on a case-by-case basis and are an output of the current status analysis and workshop.

Our consultants often come across the need for improvement in organisational structures, procedures, policies, daily routines and ways of working in order to achieve customer service objectives. The focus of improvement is on satisfied customers, satisfied employees and profitability.



## This is how the process works

- STEP 1 Teleopti's IMPROVE consultant makes a current status analysis of the organisation, objectives, results and ways of working. This is based around on-site interviews and customer data which is analysed in Teleopti CCC.
- STEP 2 Key personnel in the customer service organisation (e.g. customer service managers, team leaders, coaches, resource planners) join together under the leadership of Teleopti's consultant for a workshop to map out 'who does what and when'. The participants go into detail about what they do in the three time dimensions of planning, operation and evaluation.
- STEP 3 Teleopti's IMPROVE consultant analyses the material from the workshop and current status analysis and generates a report.
- STEP 4 Present the report to the customer service manager and other relevant personnel.

## Cost

To satisfactorily achieve strategic change objectives, we recommend undertaking all the steps in the process that we described above. Nonetheless it is possible to undertake and pay for one step at a time. Please contact your Teleopti representative for further information.

## Teleopti IMPROVE Consultants

Teleopti's IMPROVE Consultants have extensive experience in Customer Care. Their work includes consulting for effective change management, organisational issues, management coaching and recruitment for contact centres in Sweden and other countries. They also work as project managers for various change management projects and other projects in the Customer Care area. Their operational background in the industry and their experience in driving improvement projects make them extremely valuable in a wide range of projects.



### About Maureen LundgrenGomes

Maureen is a Senior Business Consultant specialising in change management. She has a BA in Business Economics, Sociology, Statistics and Human Relations. Maureen has been with Teleopti since 2001, working with our services and products in the Strategic Workforce and Change Management fields in Sweden and internationally.

Maureen previously worked as a project manager, sales manager and product manager at My Travel, Sweden. Together with My Travel's management team, she was responsible for the implementation of Teleopti CCC to balance staffing costs against staffing needs, related to service levels and customers' expectations. Her speciality is to create transparency in the organisation and thereby get buy-in from management and employees for the improvements needed in reaching strategic goals.

### About Ulrica Engbrink

Ulrica is a Senior Business Consultant specialising in contact centre management. Ulrica has been employed by Teleopti since December 2006 and, as a former customer, brings all her vital knowledge of Teleopti CCC and how the system is used in an operational environment. Her first assignment has been a full-time project for Nordea, managing a centralisation and implementation project in the Nordic Countries, as the customer's Project Manager.

With her experience of Contact Centre management (cable TV and broadband, outsourcing, bank and finance) in international business both operationally and strategically Ulrica's speciality is identifying and running projects from a KPI-perspective.





**Teleopti** provides world-leading solutions for strategic workforce management and telecom management. Teleopti contributes to the creation of greater cost-efficiency and productive telephony by providing advanced and customer-unique solutions, renowned for user friendliness, covering telecom management and workforce management.

Hundreds of enterprises around the world already use Teleopti's solutions to attain optimal efficiency and provide the highest levels of service. The solutions are available from Teleopti offices in Stockholm, Oslo, London, New Delhi and Dubai as well as a comprehensive partner network.

**[www.teleopti.com](http://www.teleopti.com) [info@teleopti.com](mailto:info@teleopti.com) Phone HQ +46 8 568 950 00 Phone UK +44 20 8610 6024**