

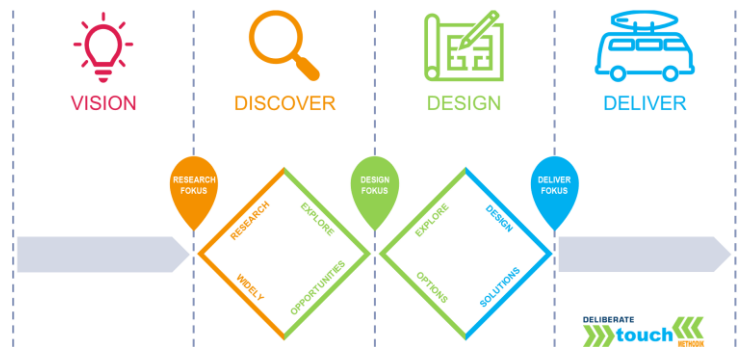
Touchpoint analysis

Customer Experience Workshop

This 1.5-day workshop examines existing touchpoints and the resulting potential for improvement in the communication processes with your company's customers.

By analyzing your communication situation, we work with you to develop solutions for optimizing your communication processes, taking into account the criteria of customer satisfaction, cost reduction and increased productivity.

You will receive support services for the creation of a communication concept that describes the current input channels and shows their dependency in the company. Important information is elaborated, which should lead to a target picture and a first concept regarding the management of contact channels with the customer.



The workshop will cover the following topics:

- Assessment of the communication processes for up to three areas with regard to telephony and ACD
- Inventory of the technologies used (hardware and software) with regard to data flows
- Definition of three use cases per area, which are defined as a basis for the further procedure
- Evaluation of the use cases with regard to communication breaks and information acquisition
- Consideration of the organizational framework conditions, responsibilities and contractual relationships
- Consideration of corporate requirements
- Coordination of the requirements with all participants with regard to acceptance and identification

We ... understand complex enterprise process worlds.
... know what you can achieve with a good contact center solution.
... understand the requirements of the market and technology as a generalist, as well as in detail.
... know what is possible today, what will come tomorrow and how you can profit from it.

This workshop will provide you with the following benefits for your company:

- ▶ Transparency of your internal and external communication situation
- ▶ Common understanding of workshop participants for cross-departmental customer communication processes
- ▶ Increased business success as well as customer and employee satisfaction through the targeted use of intelligent communication solutions
- ▶ Gaining an understanding of how phone calls are currently made, what data is recorded where, and where media breaks may occur
- ▶ Joint development of the requirements for a new system using the example of the use cases
- ▶ Basis for decision-making on scope, sequence, possible dependencies and necessary changes
- ▶ Employees' readiness and acceptance for measures to optimize communication processes are increased

The methodology within the workshop is divided into three phases:

1. analysis phase

- Structuring and analysis of your internal and external communication relationships

2. optimization phase

- Development of solution approaches for optimizing customer communication processes

3. action plan

- Decision and prioritization of further steps and possible "quick wins"
- We will spend the first afternoon on the first phase of the workshop.
- On day two, phases 2 and 3 will be worked on.
- The 1.5-day workshop is conducted as group work, moderated by a communications consultant from our company.
- To ensure that all aspects of your corporate communications are taken into account, experienced participants from all relevant functional areas of your company should take part in the workshop.
- The group of participants ideally comprises 6 to 12 participants.

Results

The results of the workshop are presented in the form of a PowerPoint. These include:

- ▶ Developed requirements profile
- ▶ Which systems are to be integrated
- ▶ Overview of the required functionality of a new system
- ▶ Recommendation for action
- ▶ Documentation

* The services are provided remotely.
If on-site deployment is desired, an additional travel fee will be charged.

Offer package*:

€ **1.555,-**