

Insight Digital Contact Centre Assessment

Optimising Customer Service Efficiency with Power Platform



Business Challenge

Your customers expect a lot from your service and sales teams. CX Leaders experience double the revenue and CSAT scores when compared to CX laggards. Customers want things to feel personalised, their problems resolved quickly across multiple channels, and increasingly, they're more careful about sharing personal information. However, many service teams don't have the right tools to work together efficiently, making it harder to resolve issues quickly and provide personalised recommendations.

Many contact centres are using systems that are complicated, outdated, or cobbled together by different technologies. This drives up costs and creates inefficiencies, ultimately slowing down teams and making it tough to understand, respond and delight your customers.

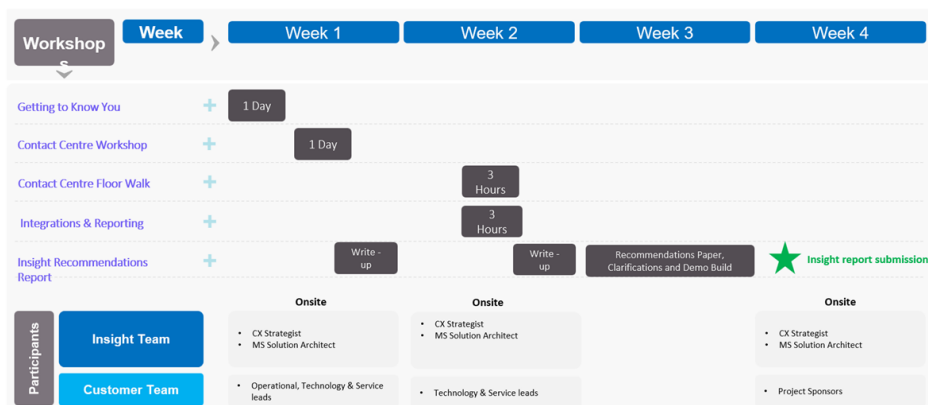
About Insight Digital Contact Centre Assessment

The Insight Digital Contact Centre Assessment involves a cross-functional team of CX and Technical key strategic operational and domain experts from your organisation and Insight, working together to design and execute a complete view of your contact centre operations.

The process starts with understanding your goals, your customers and your business and assessing them against the latest features available on the Microsoft Digital Contact centre and how these features enabled by Copilot can meet the needs of your teams, aligned to your strategic business value drivers.

Our Digital Contact Centre Assessment is a critical step towards transforming your contact centre into a high-performing, customer-centric operation. By understanding your current CX maturity level, and leveraging our unique blend of CX-focused and technical experts, you can achieve what's needed to address your current challenges, optimise operations, and position your contact centre for future success.

How Insight Digital Contact Centre Assessment lights the path to transformed customer experiences



What We Do

Over a period of 3 - 4 weeks, our strategy and consulting team will guide you through a structured assessment to help you understand current state, and opportunities to improve across key areas of your contact centre process. Those steps include:

- 1. Understanding Your Contact Centre Operations**

We'll start by getting to know your contact centre. We'll learn about your goals, the people running the operation, and their challenges. We will look into satisfaction rates, commonly faced challenges, and assess the direction of the operation. By reviewing your contact patterns and how customer inquiries are handled, we can assist your team to understand gaps and current challenges.
- 2. Assessing Your Technology**

Next, we'll closely examine the technology supporting your contact centre. This includes everything from your phone systems and digital channels to how well these systems work together. We'll also check how your technology handles call routing, self-service options, and agent tools and whether it meets regulatory requirements.
- 3. Reviewing Your Microsoft Integration**

If you're using Microsoft systems, we'll assess how well your contact centre technology integrates with your existing investment, including reporting, security, and data management. We'll also explore whether there are better opportunities to use features like Copilot to manage customer channels like social media.

Key Deliverables:

Operational Playback

A clear summary of how your contact centre is working today, including any challenges or technology limitations. This will give you a solid understanding of where things stand and what's holding you back.

Business Value Assessment

We'll offer practical recommendations for where you can make changes, focusing on improving performance and reducing costs and complexity. You'll also get an estimate of the return on investment to make informed decisions.

Roadmap

Finally, we'll provide a step-by-step plan highlighting what you can do immediately, in the near term, and further down the line. This roadmap will help you prioritise changes to ensure your contact centre runs smoothly, with improved customer experience and more cost-effective operations.

About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator with more than 11,500 teammates worldwide helping organisations accelerate their digital journey to modernise their business and maximise the value of technology. We enable secure, end-to-end transformation and meet the needs of our clients through a comprehensive portfolio of solutions, far-reaching partnerships and 33+ years of broad IT expertise. Rated as a Forbes World's Best Employer and certified as a Great Place to Work, we amplify our solutions and services with global scale, local expertise and a world-class e-commerce experience, realising the digital ambitions of our clients at every opportunity.