



Case Study

Selecting an IVR Solution for Your Customers' Needs

Challenge

Enhancing customer service - how do you choose the right IVR for your customers? A mobile wireless services provider targets the needs of customers traditionally under-served by communications companies. The service offers customers unlimited anytime minutes within a specific calling area over an all-digital CDMA network, across 39 markets in 20 states. As part of their ongoing efforts to scale customer service operations, the mobile wireless provider recognized the need to improve the capabilities and responsiveness of its outsourced Interactive Voice Response (IVR) system and provider.

Approach

CVP came in with contact center technology expertise to validate business case drivers for the IVR program and develop a Request for Proposal for a new Interactive Voice Response (IVR) system for customer interaction management.

Our approach is based on a methodical seven-step process:

- **Defining/Refining the Business and Customer Segmentation Requirements** - Onsite contact center interviews, observations, combined with a visionary eye for your future needs sequenced for growth.
- **Reviewing the Functionality of the Current Technology Platform(s)** - Onsite analyses of current technology platform(s), applications and reporting functionality, as well as upgrades and new releases.
- **Gap Analyses** - Benchmarking and assessment of business requirements and customer service needs against current technology and reporting functionality.
- **Requirements Definition** - Analysis of priorities and definition of technical and functional requirements to effectively address gaps.
- **Developing Phased Recommendations** - Recommendations for short- and long-term options, including features, functionality, and scalability.
- **Developing the Business Case and ROI** - Developing ROIs based on performance improvement factors and technology costs geared towards efficiency and quality improvement for the contact center. Includes increased customer self-service opportunities and utilization as well as reduced handle time, errors, and rework.
- **Selecting Vendors** - Developing a short list of the vendors who meet the business, technical, and functional requirements, as well as developing RFP business and selection criteria.

Results

The CVP team identified six IVR vendors to evaluate, managed the selection process, including site visits to the finalists' locations, helped with contract negotiations, and developed a detailed work plan for the IVR implementation. The resulting vendor selection enabled the client to support their customers' unique needs.

Customer Value Partners (CVP) offers *vendor-neutral consulting evaluation, analyses, and services*

We assess contact center technology, systems, and application options that meet client business, budget, and infrastructure requirements. Our core capabilities include:

- Defining business requirements
- Evaluating current functionality,
- Architecting a cost effective solution,
- Advising on the impact of future trends
- Developing short- and long-term phased plans
- Analyzing costs vs. benefits
- Defining and documenting the business requirements
- Developing the business case
- Developing vendor selection criteria
- Developing the RFP's
- Orchestrating the RFI process
- Helping you select the proper application technology according to your needs and goals

We have expertise in the following types of contact center technologies, systems, and applications:

- ACD/PBX/Multi-channel blended environment (PSTN & VOIP, email, chat, EDI, wireless, VPN)
- DTMF and Speech Recognition
- Outbound Preview/Predictive/Progressive Dialers
- Computer Telephony Integration (CTI)
- Web-interaction Suites
- Chat/Collaborative Browsing
- Agent Workstation & Desktop Requirements
- Electronic Record Management and Knowledge Management Systems
- CRM/Customer Contact Applications & Multi-Channel Interface
- Workforce Management Software
- Telecommunications & Network Infrastructure
- Performance Management Reporting



Our Approach Is Unique

Our consulting approach to technology assessment and alignment is unique - we focus on the total contact center. This "holistic" approach involves considering not only the business requirements, but the customers who use technology, the agents who serve the customer, and the customer-facing business processes. The benefits of this approach are that we understand:

- The importance of carefully defining the business requirements - before any technology decisions are made.
- The need to define the functionality of the current technologies, systems, and applications to leverage the investment already in place.
- The contribution of proper technology applications to an effective and efficient contact center. We focus on serving the customer - how easily customers can access your center and transact business with your company.
- How contact centers work - our focus is on solutions that staff will use to improve internal efficiency and effectiveness of service delivery to customers.
- The importance of using and applying "best practices" for short and long-term technology solutions.
- How the internal infrastructure will impact technology integration and utilization - we work with you to develop plans that can be phased in to the organization and absorbed over time.

Finally, we understand the importance of being independent and vendor-neutral so that recommendations can be made in the best interest of the client, without being influenced by vendor commissions.

About Customer Value Partners

Customer Value Partners (CVP) is an award-winning business and IT consultancy that collaborates with Fortune 500 and public sector clients to accelerate their business performance. We employ Voice-of-Customer based methods to solve performance challenges in the areas of Customer Life-Cycle Management, IT Functional Effectiveness, and Program Performance Management. Based in Fairfax, VA, with operations in Baltimore, Boston, Jackson, MS, New York and San Diego, our seasoned professionals deliver practical, experienced-based solutions to our clients' strategic, operational, and technological challenges. CVP has been recognized as one of the fastest growing companies by:



Our clients, in collaboration with CVP, have been recognized as winners of the 1st Annual Gartner & 1to1 Customer Award for Customer Service Optimization and the World Class in Customer Satisfaction Award from Service Quality Measurement Group (SQM).

For more information, visit us at www.cvpcorp.com.

CVP Service Offerings

CVP offers a broad range of services to address your company's customer management and contact center challenges:

Strategy

- Customer Experience Transformation
- Customer Retention Strategy
- Predictive Customer Behavioral Analytics
- Contact Center and Back-office Optimization Assessment and Improvement Roadmap Development

Business Transformation

- Business Process Redesign
- Sales force Optimization
- Performance Measurement and Management
- Workforce Management Optimization
- Quality Assurance Delivery Design
- Management and Agent Skills Training
- Independent Quality Monitoring and Mystery Shopping

Technology

- Contact Center Technology Assessment and Alignment
- Business-IT Alignment
- Governance
- IT Service Desk Optimization
- Data Warehousing and Reporting
- Customer Behavioral Analytics
- SOA/Web 2.0