

Case – Contact Center Assessment, Vision and Strategy Global Data Storage Company



Overview of the Challenge

A data storage company (“client”) had made major investments in its voice technology infrastructure during the last several years. But its legacy switch and ACD technology was approaching end-of-life and end-of-support; and management was dissatisfied with support from its current vendor. The client faced upgrade and replacement requirements that would entail additional sizeable investments – and was considering outsourcing all the technology and support – when the company contacted us for assistance.

Client initially wanted to evaluate the potential outsourcing of the contact center technology and service support.

We performed an assessment and solicited contact center user feedback. The results demonstrated a real disconnect between users, customers and technology decision-making. That disconnect resulted in over-staffing and under-utilized technology solutions. The need for a user-centric, and a customer-centric solution facilitated a change in scope and led the team to address a whole host of effectiveness and efficiency issues and solutions.

We recommended the engagement become more strategic and expand to encompass 3 initiatives:

1. **Assess** all communications-related technology, service providers, users and service delivery channels across North America, Europe and Asia.
2. **Develop a vision** for a new technology solution through a series of exercises with the client’s executive and tactical management.
3. **Develop the strategy through a multi-level working plan that defined objectives and action-items required to deliver on the vision.**
4. **Develop benefit statements** for each of the vision objectives and strategies. Create benefit scenarios that client management could use to roll out the vision concept to global operations.

By re-framing the scope of the engagement, we helped the client address not just the technology issues, but the strategy and process considerations as well.

Client Fast Facts

- Founded in 1992
- Today there are offices in more than 100 countries
- Global provider of data storage products and services
- Operations in U.S., Europe, Asia providing 24/7/365 technical support

Business Need

- Client was dissatisfied with current switch and ACD service providers in the technical support channel
- Client faced end-of-life and support issues with the same technology
- Client proposed outsourcing this technology and asked Triadic Group to support this process

Outcome

- Complete assessment of customer-facing global communications technology infrastructure and related processes (delivered findings and recommendations)
- Direction in the design and development of a new technology vision and strategy for the technical support channel
- Design work plan to take the vision and develop objectives and strategies for delivering on the vision
- Benefits that justified the technology decision and were used to sell, motivate and gain commitment from global staff for improvement and change

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Applying Expertise, Perspective, Leverage and Process

Triadic Group employs a proven consultative methodology that is based on the operating principles of clarifying vision and strategy, *improving efficiency and customer experience, reducing cost, increasing revenue and improving the return on customer investment.*

We interviewed IT personnel, management and users at all of client's global operations to get a complete understanding of the current environment; how the technology is used today; how it could be used in the future; potential new channel requirements; and what the impact will be on strategy, people, processes and technology.

We focused on identifying, defining, quantifying and validating the needs and wants of client's users and customers for any potential new voice and channel technology solutions. The assessment data was the driving force for determining what the new vision and technology direction for the company would be, and it served as a framework for detailed benefits presentations that management used to "sell" the new solution design internally.

Driving Results

What emerged was a comprehensive **vision** and **strategy** that defined the steps, activities, requirements, timelines, resources and deliverables for the development of a new technology solution. For the first time our client could see the end-game, a **methodology** to achieve its goal and the tools for gaining the necessary commitment to get there.

To ground the vision and strategy in the current environment, we first conducted a global **assessment**, delivered **recommendations** and articulated the benefits of the newly conceived technology and processes.

Triadic Group drives results for its clients through leadership, a best-practice-based approach and project administration. It is Triadic Group's ability to foster commitment and facilitate feedback and communication that enables its clients to see real-time results, change and execution in the delivery of services promised.

Triadic Group shares with its clients its knowledge and leading practices and its experience-based understanding of what is good customer-centric model.

The consultants' expertise helped the client with its technological decision-making requirements, giving the client team the tools for accurate evaluation and assessment of complex alternative solutions.

About

Triadic Group, LLC
Contact Center Consulting
Strategy, Engagement &
Performance

Triadic Group is an independent professional services collaborative that provides vision, values, planning and implementation support for organizations that want to improve their contact centers' strategy, engagement, process, performance, tools and technology.

Triadic Group was founded
in 2006.

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