



Manufacturer Contact Center Investment

Business Goals

- Double business growth without increasing staff
- Improve business continuity
- Reduce costs communication services
- Increase productivity for sales and customer service
- Streamline onboarding process for new CSR's
- Consolidate multiple databases
- Improve the agent experience
- Provide a common interface for all communication interactions
- Improve net promotor score
- Improve business intelligence

Current Communication System

- 18 Month onboarding for new CSR's
- Complex and expensive 1-800 call routing in the cloud
- 5 separate contact centers
- Multi-vendor premise-based phone systems
- Lack of quality management
- Lack of workforce management
- Basic "call" center reporting metrics
- A queue for every agent (assigned customers)
- Phone only agents (no desktop)
- Manual email processing
- Lack of pandemic readiness for 75% of employees



Leading manufacturer saves over \$1M annually with contact center optimization investment

5-Year Financial Impact – Contact Center Optimization

Years	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Total
Contact Center Optimization						
Savings (FTE Costs)						
Click to Dial	\$ 8,035.50	\$ 16,071.00	\$ 16,071.00	\$ 16,071.00	\$ 16,071.00	
CTI (CRM Screen Pop)	\$ 38,491.00	\$ 76,982.00	\$ 76,982.00	\$ 76,982.00	\$ 76,982.00	
Email Routing/Management	\$ 124,599.50	\$ 249,199.00	\$ 249,199.00	\$ 249,199.00	\$ 249,199.00	
Quality Management/Analytics	\$ 232,008.25	\$ 928,033.00	\$ 928,033.00	\$ 928,033.00	\$ 928,033.00	
WFM	\$ 78,989.50	\$ 315,958.00	\$ 315,958.00	\$ 315,958.00	\$ 315,958.00	
Total Annual Savings	\$ 482,123.75	\$ 1,586,243.00	\$ 1,586,243.00	\$ 1,586,243.00	\$ 1,586,243.00	\$ 6,827,095.75

Strategic Value of Investment

- Improved collaboration CSR/Sales/Customer/Distribution
- Improved business continuity (no single point of failure)
- Increased number of interactions per agent by 53%
- Increased NPS with customer journey mapping for 6 touch points
- Provided a pandemic readiness architecture
- Automated over 13,000 emails a day