

DREAM *plan* Wish *strategy* WONDER

Do you sometimes **WONDER** whether your contact center is on the right track?

Do you **WISH** you could have an expert compare your center to the success of others?

Do you **DREAM** about the future but aren't sure what steps are needed to get there?

Do you **ASPIRE** to greatness but need a plan to get from where you are to where you want to be?

Touchpoint Associates has helped hundreds of businesses **DEFINE** the future and build an **ACTIONABLE PLAN** to get there. Our consultants have spent most of their careers in the contact center environment. We have worked with support centers, customer service organizations and sales centers creating step-by-step plans for success. We understand that today's contact center is quickly becoming the hub of the customer experience.

Touchpoint Associates offers a proven assessment strategy consisting of three key components:

Discover – after interviewing thousands of agents, frontline managers and key executives, we know the right questions to ask within your organization to identify real issues. By talking directly to customers, we help companies see internal processes through the lens of the customer.

Design – after gathering key internal and external data, our experienced experts analyze the information to create a customized plan for the future. Their past leadership positions with contact centers across America, allows them to define success in four key areas: Management, People, Quality, Technology. (See sidebar)

Deliver – the delivery of the plan is a key to the success of the project. The consulting team presents information in a facilitated workshop to designated audiences within the organization.



Score Success In Four Key Areas:

MANAGEMENT

- Culture
- Leadership
- Team Management
- Communication Programs
- Leadership Styles
- Knowledge Management
- Executive Buy-in
- Vision / Mission / Strategy

PEOPLE

- Recruiting
- Hiring Processes
- New-hire Training
- Follow-up Training
- Reward and Recognition Programs
- Workforce Management
- Metrics

QUALITY

- Coaching
- Quality Programs
- Workflows
- Monitoring Programs
- Integration Within the Company
- Customer Satisfaction Surveys
- Online Customer Dissatisfaction

TECHNOLOGY

- Telephony/VoIP
- Reporting
- Workforce Management
- Quality Management
- IVR Scripting
- Knowledge Management Systems
- Blogs, Wikis, Forums



Touchpoint

901.230.0567 • 6870 Dovefield Lane • Bartlett, TN 38135
bfurniss@touchpointassociates.com • www.touchpointassociates.com

**CHANGING EXPERIENCES
ONE TOUCHPOINT AT A TIME.**

Touchpoint Associates was founded on the strong belief that success of the front-line directly affects the success of the bottom line. Companies are placing a new value on the customer experience and understand the impact of the contact center as a key touch-point for customers. Whether you are trying to validate your current level of service or create a new direction for the future, our clients tell us that the Strategy Snapshot helped them clearly define change in their organization.

Strategy Snapshot



"Touchpoint Associates gave us a clear path for improvement. The Strategic Snapshot became our actionable point-of-reference for improving our service for our entire support structure. The information and analysis gave us a clear understanding of where we were. The initiatives outlined in the Snapshot and Roadmap became our "to-do" list for improvements. We have seen year over year improvement at almost every important customer metric."

~ Vince Kellen, VP of Information Services, **DePaul University**



Timeline – a Strategic Snapshot assessment typically runs three to four weeks and is customized and priced to fit your specific organization (size, locations, needs).

Move your business and customer experience to a new level.

Contact us today.

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A few of the customers we have helped:

- | | |
|-------------------|--------------------|
| FedEx | Zebra Technologies |
| Dell | Starwood Hotels |
| Chrysler | Medisense |
| Corporate Express | BellSouth |
| Blackmon Mooring | NTTA |
| DePaul University | Alltel |
| Hanley Woods | BankCorp South |
| Dime Bank | FT Mortgage |
| Asurion | Riverway Bank |