

## Contact Center Workflow Optimization

How can a contact center achieve it?

The contact center business is always looking for ways and means to improve operational performance, either by adopting newer technologies or by bringing improvement in business processes or people management. This is driven by the fact that, whether it's regulated Utilities or Competitive Service Providers, customer contact is perennially under the scanner for reducing costs while improving service. Contact center workflow optimization is an evergreen topic of interest for business and IT across all levels - management, supervisors and service customer agents - as it impacts the way an organization is viewed by its customers.

### What Is Contact Center Workflow Optimization?

The new information economy and changing market dynamics require modern customer information systems for contact centers. Contact center workflow optimization is a "next generation" CIS framework that is built to bolster customer satisfaction while improving operational efficiency. Contact center workflow optimization aims to ...

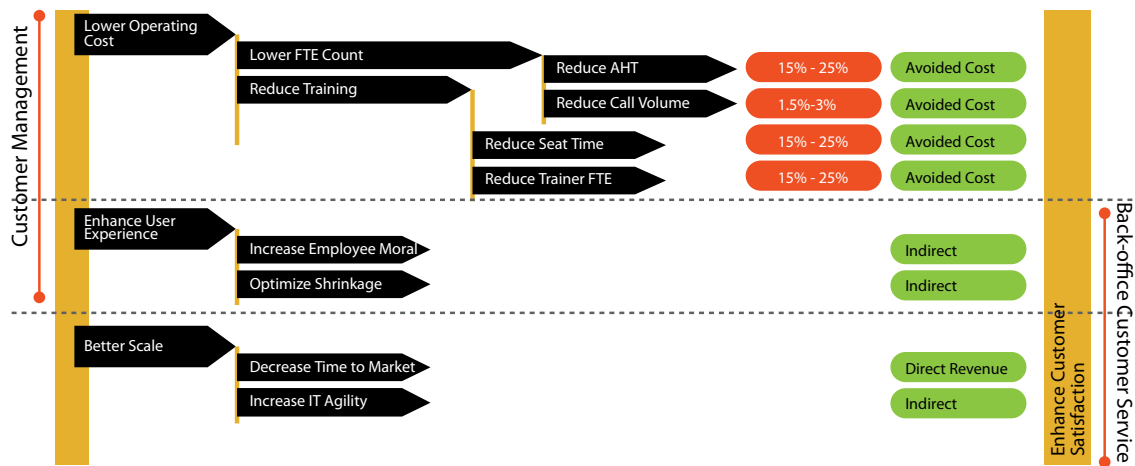
- Boost customer experience by improving customer care operating processes
- Improve contact center performance in terms of agent productivity and first call resolve
- Leverage existing investments in legacy or packaged backend systems
- Improve adaptability in the customer service architecture for easier business process change management and future technological advancements
- Reduce employee training time and cost by streamlining multiple applications and eliminating application complexity.

Optimizing contact center workflow involves "fixing at the front line" ...



### Contact Center Workflow Optimization Benefits

Contact center workflow optimization attempts to have a holistic view of the customer experience as well as the technical direction for service-enabled architecture for future integration needs. Thus, it creates and captures value for the whole customer service organization, IT and business. It can be implemented along with other customer service solutions such as channel integration, telephony integration (CTI, IVR), and web-based self-service options. Compared to an investment of \$40-\$50 per customer for typical CIS installations, contact center workflow optimization requires just \$2-\$4 per customer (for Utilities with customers >1 million), as it optimally leverages existing backend systems and uses Infosys' pioneering Global Delivery Model for development.



## Leverage Infosys proven expertise to deliver value and tangible benefits in your next project

**For a vertically integrated US utility, with over four million customers, Infosys achieved**

- 30-40 seconds reduction in AHT
- Operational cost reduction by over \$3 m/ yr
- 30% increase in customer identification
- 8% increase in customer satisfaction score
- 20-25% reduction in training costs
- 20% reduction in no. of steps per transaction
- Return on investments within 1.5 years

**For a large utility in US, Infosys built an intuitive navigation for call handling, achieving**

- 13.5% reduction in AHT within the first three months of implementation
- 50-60 seconds reduction in AHT
- 4% increase in customer satisfaction score
- 50% reduction in number of steps per transaction
- 1.5-% call volume reduction
- 4-day reduction in new training time

Beyond Contact Center Workflow Optimization, the following services can help your enterprise realize greater competitive benefits.

<p><b>Business Consulting</b></p> <p>Provides you with strategic differentiation, operational superiority, proprietary industry analyses, assessment &amp; projects that are structured around realizing our Value Realization Method (VRM) driving your success.</p>	<p><b>Business Intelligence</b></p> <p>As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you, enhancing your customers' experiences by designing real-time data warehouses.</p>	<p><b>Technology Consulting</b></p> <p>We work with you to architect, develop, and implement solutions that help you leverage technology to enable business strategy. Our solutions help you make your IT more effective and better aligned to your business.</p>	<p><b>Enterprise Application Integration</b></p> <p>Make the whole of your IT applications much greater than the sum of its parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dramatic productivity growth like nobody else can.</p>
---	---	---	---



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).