

# FOCUSED APPRAISAL<sup>SM</sup>

## Contact Centers • Service Desks • Shared Services

**Focused Appraisal<sup>SM</sup>:  
An Initial Step in  
Establishing an Efficient  
Operation.**

**Customer Service  
Organizations Can Yield  
Significant Savings and  
Enhanced Customer  
Experience by Improving  
Individual Operational  
Areas.**

***Companies that are not  
able to support a more  
interactive relationship  
with customers will be  
less likely to attract and  
retain customers,  
maintain desired levels  
of customer satisfaction  
or interest customers in  
new products and  
services.***

A Focused Appraisal<sup>SM</sup> is a powerful tool for any customer service organization wanting to know if they are achieving specific function or area potential and if not, what type of improvement are required to reach those potentials.

A large majority of customer service decision-makers say that good customer service is one of their top strategic priorities. But most organizations still focus primarily on cost-control measures.\*

**Only 37% have a  
dedicated budget for  
customer experience  
improvement initiatives.**

\* Source: 2013 Forrester Report- Navigate The Future Of Customer Service

## **Improve Customer Service Through Operational Excellence**

### **Managing a Customer Service Organization is Complex**

In this time of instant access and when almost everyone is connected, exceptional customer service is essential for growing your customer base, improving customer satisfaction and loyalty, and controlling costs. Customers expect and demand a single point of contact with companies they do business with, as well as seamless interactions across multiple touch points or contact channels.

Companies must address how to cost-effectively deliver high levels of customer service that consistently meet increasing customer expectations as well as managing the increases in the number of customer interactions.

It is common for customer service organizations to have evolved into an environment where they provide customer service using multiple systems, non-linked databases, inconsistent processes, older technologies, and decentralized service centers. There are few organizations that operate at full potential and there are even fewer who are capable of changing their operation to adjust to technology, customer expectations or market changes. Unfortunately, many organizations believe they do not have time or resources to do appraisals and end up paying a much higher price dealing with the eventual inefficiencies and reduced effectiveness. An appraisal will provide those organizations with a deep and complete understanding of how they are operating and what is needed to do to respond effectively to current and future needs.

A Focused Appraisal<sup>SM</sup> of a customer service function, area or system is an efficient way to identify its strengths and weaknesses through a high level review and analysis. The scope of this appraisal can have a limited focus on one area, function or system or it can be more comprehensive and include several of the operating areas, functions or systems. An appraisal typically includes both quantitative and qualitative elements which may include work processes, procedures, applications, infrastructure and organization.

### **Typical Reasons for a Focused Appraisal<sup>SM</sup>**

- To improve current operational position
- To identify opportunities for improvement
- Understand if an area or function is achieving all its potential
- To identify how effectively current resources being utilized
- To proactively prevent operational issues or problems
- To enhance customer experience and satisfaction by emphasizing what is important to customers

**Effectiveness and efficiency are the key to superior organizational performance**

**An operationally excellent customer service organization is based on having all functions, systems and areas performing efficiently.**

**LCI's Focused Appraisal<sup>SM</sup>** provides a detailed report of findings and recommendations that will assist you in improving your operations.



#### **About Lauro Consulting, Inc.**

*The mission of LCI is to be a leader in providing business and technology solutions to the customer service industry.*

*With a wide range of capabilities, LCI offers clients the solutions they need to improve their customers' service experience and improve operations.*

*LCI works closely with its clients to understand their needs and provides real world experience its clients.*

*LCI is vendor-independent, delivering solutions that best meet each client's unique customer service requirements.*

#### **LCI**

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## **Improving Your Customer Service Operational Area**

A **Focused Appraisal<sup>SM</sup>** can address the technology, processes, or systems that are impacting for your Contact Center, Service Center, Call Center, Help Desks, Service Desk, and Shared Service Center organizations and customers.

With a Focused Appraisal<sup>SM</sup>, **LCI** can assist you to rapidly transform any of your customer service operational areas into an effective and high performing operation. A Focused Appraisal<sup>SM</sup> can usually be completed during a 5 to 10 business day engagement with 2 to 3 days on-site to minimize the cost impact to your organization.

We provide a detailed report of findings and recommendations based on our knowledge of best practices and extensive experience in customer service that will support improvements in your operations, service, employee satisfaction or customer satisfaction. We identify next steps for addressing immediate problems and for achieving your stated goals.

**LCI** conducts a Focused Appraisal<sup>SM</sup> in specific areas of your operations:

- Business Processes
- CRM
- Customer Self-Service
- Workforce Management
- Knowledge Management
- Technology and Systems
- Customer Satisfaction Surveys
- Organizational Design
- Workflow
- Training
- Quality Management
- Performance Management
- Reporting
- Facilities

We will work with your organization to address specific issues or concerns based on our proven expertise in customer service, technology and systems, CRM, training, organizational change and management.

Our **Focused Appraisal<sup>SM</sup>** utilizes proven assessment tools to develop a list of specific initiatives that should be addressed based on your stated customer service needs.

As part of **LCI's** Integrated Approach, we can also perform a full **Assessment** to determine which new and/or enhanced capabilities should be employed based on your customer service future state vision. Then we work with you to develop specific initiatives, a business case and a roadmap for implementation. The roadmap is tailored to meet your specific needs and ensures that the pace of change will achieve the desired benefits while addressing your concerns relating to risks, financial constraints and your organization's capacity for change.

**LCI** can also assist your organization with any or all design, build or implementation projects within your customer service organization to insure that the continuity of data, information and knowledge is maintained through your improvement effort.

For more information on how we can help your organization improve its customer service function with a **Focused Appraisal<sup>SM</sup>**, please contact:

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