

HIGH PERFORMANCE CENTERS

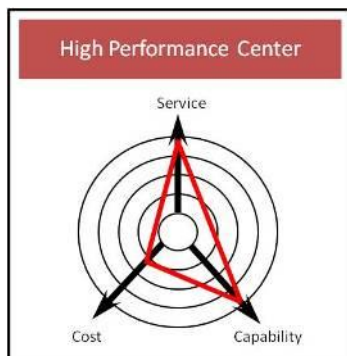
Contact Centers • Service Desks • Shared Services

Moving Customer Service Centers to High Performance Centers Can Yield Significant Savings and Improved Customer Experience

Our High Performance Center solutions can produce real savings up to 50% by:

- Improving operating efficiencies, technologies processes, infrastructure, and standardization
- Migration of customer interactions to lower cost self service
- Cost reductions through economies of scale

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.



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. Many companies do not believe that they can address customer service demands with their current operations and systems. Also, with the rapid introduction of new technology, devices, tools and contact channels within the service industry, customer service leaders do not know which systems, technology or strategy they should adopt or implement.

Characteristics of a High Performance Customer Service Organization

Best-in-class customer service organizations share these characteristics:

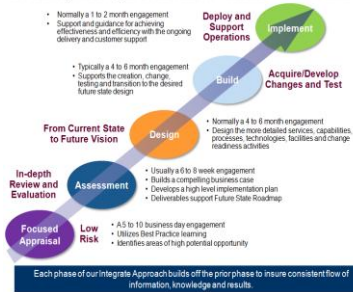
- Consistently delivers a meaningful experience across all contact channels by managing work-flow to ensure proper resource allocation and contact tracking
- Actively monitors and maintains consistent service levels based on predefined performance metrics that are aligned with customer expectations and business value
- Integrates sophisticated CRM technologies and systems to deliver a personalized customer experience and maximize operational efficiencies across all customer touch points
- Operates within an organizational model that optimizes physical, financial and staff assets
- Actively manages its workforce to attract, retain and develop the highest quality customer service employees
- Utilizes a continuous service improvement process that addresses all aspects of customer service to maintain service excellence

Implementing and maintaining such an organization can be extremely difficult. The appropriate balance must be established between three customer service elements: level of service, capability and cost. This is an ongoing challenge that can be successfully overcome with careful analysis, planning and investments — only then can customer service achieve the overall customer service goals.

A **High Performance Center** is an operationally excellent contact center based on best practices design for management and support consistency with full command and control capabilities over all contact center operations with standard reporting and management metrics.

A **High Performance Center** uses effective implementation of CRM, contact channels and service technologies and processes to improve service and make the most of the service experience.

LCI's Integrated Approach Delivers Results in Each Phase



LCI's Integrated Approach

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.

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Transforming Your Customer Service Organization

With our High Performance Center solutions, LCI can assist you to rapidly transform your customer service function into a High Performance Center. Our experience suggests that savings in the range of 25 to 50% can be attained by implementing our High Performance Center Solution.

The High Performance Center model can be achieved in incremental steps by using our Integrated Approach to project management that delivers consistent results. We will work with your organization to employ a mix of capabilities based on our expertise in customer service, contact center management, technology and systems, package selection and evaluation, CRM, training, and site planning.

LCI's Integrated Approach utilizes proven assessment tools 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 of the design, build and implementation phases to insure that the continuity of data, information and knowledge is maintained through your transition to a High Performance Center.

Working with us, you will achieve the benefits of a High Performance Center defined by:

- A single point of contact for customers to address all their needs
- Service centers designed for operational and service excellence with standardized and shared business processes, applications, telephony platforms and administrative capabilities
- Consolidated and consistent customer information presented to all service staff
- Targeted use of CRM technologies to proactively interact with customers
- Centralized and/or remote agents to provide flexibility, scalability and optimal utilization of resources
- Full command and control capabilities with standard reporting and metrics
- Migration of a portion of your customer interactions to self-service.

Our Integrated Approach allows a company to rapidly plan and execute the transition to the new customer-centric operating model of a High Performance Center. This Integrated Approach includes careful planning and analysis of each component area and developing initiatives and a customized roadmap to optimizing cost savings and ensuring achievement of the desired benefits.

For more information on how we can help your organization improve its customer service function to a **High Performance Center**, please contact:

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