Contact Center Components – Assessment Model

This model gives us a tool for organizing and focusing our Contact Center analysis, describing our plans to others, and ensuring completeness in our assessment.

AAMVA
American Association of
Motor Vehicle Administrators

What customers does your contact center support?
- How well are you supporting them?
- Should you be expanding or contracting the scope of customers?
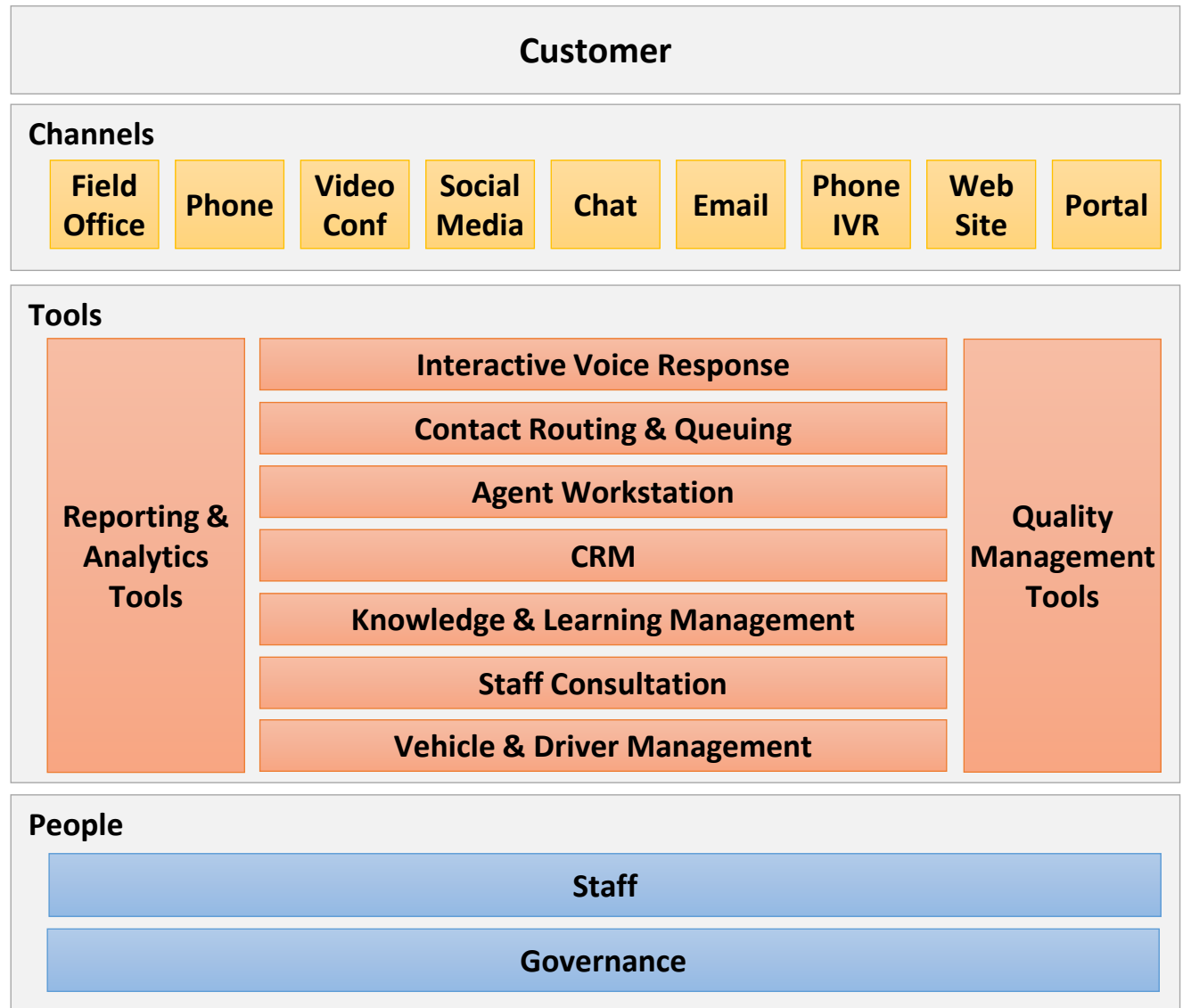
What channels does your contact center support?
- How well are they integrated into your operations?
- Are your customers successfully using them?

What tools does your contact center have?
- How well are they used in your operations?
- Are your staff properly trained to use them?
- Are they integrated and sharing data to create efficient operations?

Is your call center efficiently supporting your people? People are critical for…
- Preparation
- Delivering services
- Improving operations
- Overall management and governance

Customer

Channels

Field Office	Phone	Video Conf	Social Media	Chat	Email	Phone IVR	Web Site	Portal

Tools

Reporting & Analytics Tools

- Interactive Voice Response
- Contact Routing & Queuing
- Agent Workstation
- CRM
- Knowledge & Learning Management
- Staff Consultation
- Vehicle & Driver Management

Quality Management Tools

People

- Staff
- Governance

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Contact Center Components – Tool Definitions

- **Interactive Voice Response (IVR) Systems:** These systems provide automated prompts and routing options for customers to quickly get the help they need without speaking to an agent.

- **Contact Routing and Queuing Systems:** These systems ensure that incoming customer inquiries are routed to the most appropriate agent or department based on their skills, availability, and customer needs.

- **Agent Workstation:** These systems provide the tools an agent needs to communicate with customers, conduct transactions, retrieve and view documents, manage their workload, and collaborate with team members.

- **Customer Relationship Management (CRM) software:** This software helps agents manage customer interactions, track customer information and history, and streamline communication across channels.

- **Knowledge & Learning Management Systems:** These systems provide agents with access to a centralized knowledge base of customer information, product or service details, and troubleshooting guides to help them quickly resolve customer issues. Learning Management provide a framework for training.

- **Staff Consultation Tools:** These tools enable agents and managers to communicate with each other in real-time and share information across business areas to resolve customer questions and provide faster and more effective customer service.

- **Driver & Vehicle System:** This system allows the staff to retrieve customer information, conduct transactions and collect payments.

- **Reporting and Analytics Tools:** These tools help managers track key performance metrics such as response times, call volumes, customer satisfaction rates, and other data to identify areas for improvement and optimize contact center operations.

- **Quality Monitoring and Training Tools:** These tools monitor customer interactions and provide feedback and coaching to agents to improve their performance and customer satisfaction.

Contact Center Components – Business Functions

This addition to the model describes important functions that should be defined, implemented, managed, and improved.

Service Delivery
- **Contact Mgmt.** – Initiating, assessing, escalating, resolving, documenting, and following-up on a customer request.
- **Customer Comm. Mgmt.** – Structuring, creating, organizing, updating, and distributing information, instructions, and communication to customers.
- **Case Management** – Identifying, assessing, documenting, collaborating, and resolving a complex customer issue.
- **Agency Ops Coordination** – Communicating and collaborating with other agency business units and subject matter experts to address a customer's needs.
- **Knowledge & Process Mgmt.** – Collecting and organizing process and product knowledge so that it remains accurate and accessible to users and customers.

Operational Support
- **Technology Support** – Having technical experts assess, install, configure, maintain, and enhance Contact Center tools.
- **Quality Management** – Using tools to collect operational data from staff, customers, interactions, and transactions to determine the quality of customer services, service delivery challenges, and the results of operational improvements.
- **Forecasting** – Estimating upcoming operational needs and staffing levels based on historical data and evolving trends.
- **Process Improvement** – Identifying challenges and changing processes, technology, and training to improve efficiency, accuracy, timeliness, and customer satisfaction.
- **Reporting & Analytics** – Collecting data and creating management reports to guide operations as well as analyzing data to solve operational problems.

Staff Support & Governance
- **Training** – Creating training materials for all processes and products, delivering initial and ongoing training to staff, and assessing the effectiveness of training.
- **Staff Communication Mgmt**. – Developing information, regularly communicating it to staff, and assessing the effectiveness of the communications so that all staff stay current on evolving operations.
- **Workforce Mgmt.** – Managing Contact Center staff including scheduling, managing staffing levels, and optimizing resources to ensure that service levels are met.
- **Project & Portfolio Management** – Identifying potential projects to improve operations, assessing available resources, prioritizing projects, and executing projects.

Functions

Service Delivery

Contact Mgmt.
Customer Comm. Mgmt.
Case Management
Agency Ops Coordination
Knowledge & Process Mgmt.

Operational Support

Technology Support
Quality Management
Forecasting
Process Improvement
Reporting & Analytics

Staff Support and Governance

Training	Staff Comm. Mgmt.
Project & Portfolio Management	Workforce Mgmt.