

Transform Service Centers to Manage Critical Relationships and Maximize ROI

Customer Relationship Management Advisory Services

Improving relationships with your 'clients' and lowering service delivery costs are not mutually exclusive.

Today's organizations continue to look for ways to improve ROI and contact center processes, often the most resource-intensive element of relationship management. Many are pursuing global contact center strategies, new technologies and third-party advice in order to drive continued value with key constituents.

Leading organizations understand that service centers are gateways to solve issues, gain insights, drive revenues and cut costs. Whether you have a service or sales operation, there are opportunities to drive greater value from your contact center. Best-in-class centers are being measured on a new set of metrics that quantify their financial contribution. Their ability to improve cash flow and business outcomes, as well as to drive improvements, are the new standards for contact center operations. Centers now generate revenue, retain 'clients,' and deliver savings, often offsetting service delivery costs.

EquaTerra Contact Center Advisors Deliver Results

EquaTerra guides the world's leading organizations through contact center transformation and outsourcing initiatives. Clients achieve reduced costs, improved customer satisfaction and increased stakeholder value.

Our advisors help clients:

- Increase process efficiencies without sacrificing caller satisfaction
- Consolidate fragmented operations and implement standardized practices
- Understand the risks and benefits of lower-cost offshore contact centers
- Determine what to keep in-house and what to outsource
- Understand where technology can provide a sustainable competitive advantage
- Gain access to technology without large capital investments
- Use analytics to identify customer insights, automation opportunities and process improvements
- Integrate the customer voice into multiple areas of their organizations
- Benchmark contact center performance against the most important metrics, including speed of answer, customer satisfaction, sales per hour, cost avoidance and cost recovery programs

We assist clients in assessing their entire service organization or sub-processes, such as organizational and process development, disaster recovery and technology infrastructure. No matter where you are in the transformation process, our approach helps you gain an in-depth understanding of your current operations and establish a framework for marketplace comparison, enabling us to help you determine the right sourcing strategy and transformational approach.

"EquaTerra helped us examine our CRM delivery options and, ultimately, decide to renew our contract with our current provider and outsource additional call centers...but at a much better price. We are saving millions of dollars each year while improving customer satisfaction and loyalty. It was a win/win for us and the provider."

– Leading Consumer Goods Manufacturer



When it comes to achieving client results, we've raised the bar.

Experience the EquaTerra Difference

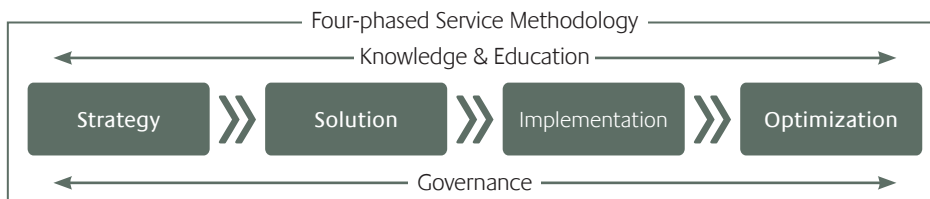
EquaTerra is a recognized industry leader in advising clients how to create best-in-class customer and employee-facing contact centers. Our seasoned professionals average more than 20 years of experience and possess skill sets unmatched in the sourcing industry, bringing multi-dimensional experience as enterprise executives, service providers and Customer Relationship Management consultants to each client engagement.

Our expert advisors help clients:

- Validate sourcing strategies
- Understand baseline costs
- Build business cases for improvements and change
- Align stakeholders
- Manage negotiation and transition
- Re-align existing outsourcing relationships
- Build an outsourcing governance capability or Center of Excellence
- Design the retained organization
- Manage the ongoing relationship
- Deliver continuous process improvement

EquaTerra uses the most rigorous, yet flexible, methodology in the industry. Our approach can be scaled up or down depending on clients' needs and the complexity of the situation. We have the ability to take clients through a tailored assessment and implementation strategy, detailed sourcing advice, solution design and implementation, and ongoing advisory services to help them realize the full value of the service delivery transformation and improve results over time.

Our contact center advisory services cover the following processes:



Contact Center Processes & Sub-processes		
Cost of Compensation, Telecom & Indirect Items	Organizational & Process Development	Technology Infrastructure
<ul style="list-style-type: none"> » Volume and Service Level Based » Total Compensation Benchmarks » Full-time or Part-time Staff » Incentive Compensation Plans 	<ul style="list-style-type: none"> » Supervision Ratios » Performance Measures » Training » Productivity Ratios » Attrition Management » Cost Avoidance and Recovery Strategies » Integration strategies with brands and stakeholders 	<ul style="list-style-type: none"> » Human Capital » Telephony Infrastructure » Web Infrastructure » Channel Integration Capabilities » Order and Billing Systems » CRM Updates and Reporting » Physical and Logical Safeguards » Refresh Policies
Disaster Recovery	Quality & Availability of Workforce	
<ul style="list-style-type: none"> » Plans » Locations » Relocation Options » Technology 	<ul style="list-style-type: none"> » Recruiting, Staffing and Resourcing » Union Contracts » Tenure/Expertise » Workforce Management Tools 	

Why Source Contact Centers

- High-performing, 24x7 self-service applications can drive greater customer satisfaction and reduce the cost per contact
- Using your contact center is a cost-efficient mechanism to gain customer behavior insight
- Contact center outsourcing is a mature industry in which there are many experienced and capable service providers to employ
- Local, at-home/virtual agents are a viable, lower-cost alternative to onshore call handling
- Offshoring is no longer solely about labor arbitrage; it provides access to high-quality talent
- It allows you to focus on the more strategic business opportunities such as cost avoidance, cost recovery and revenue growth

Why a Sourcing Advisor

Having an experienced advisor on your side who has guided dozens of contact center transformations is invaluable. An advisor like EquaTerra can help you navigate the entire transformation journey effectively and efficiently – from initial strategy, through internal design or external service provider selection and negotiation, to transition and ongoing outsourcing relationship management. We provide truly objective and independent service provider perspective based on our extensive experience and expertise. We simplify the complex and bring certainty to the unfamiliar...so you can focus on what matters in your business.

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About EquaTerra

EquaTerra sourcing advisors help clients achieve sustainable value in their IT and business processes. Our advisors average more than 20 years of industry experience and have supported over 2000 transformation and outsourcing projects across more than 60 countries. Supporting clients throughout the Americas, Europe, and Asia Pacific, we have deep functional knowledge in Finance and Accounting, HR, IT, Procurement and other critical business processes. EquaTerra helps clients achieve significant cost savings and process improvement with internal transformation, shared services and outsourcing solutions.

For more information on our CRM services or to contact a CRM expert, please see our Website at: <http://www.equaterra.com/fw/main/Other-Business-Processes-18.html>