



# Maximize Customer Interactions to Achieve Greater Customer Intimacy

## Cisco Unified Contact Center Business Management Transformation Service

First impressions are lasting and your customer interaction results will differentiate you from the competition. To maximize your customer interactions you need a solution that keeps pace with today's changing market and increasing customer requirements. Delivering a personalized experience, timely information, and access to resources will be crucial to maintaining customer loyalty and confidence. Transparently connecting to all levels of your business will enable richer customer interactions and intimacy, giving you peace of mind knowing your contact center aligns to your dynamic business requirements.

To maximize your customer interactions, you need a contact center that not only keeps pace with your ever changing business but also aligns to your business objectives.

With Cisco® Unified Contact Center Business Management Transformation Service you will gain:

- Greater operational efficiency
- Higher customer satisfaction
- Increased revenue growth
- Improved employee productivity



## Aging Call Center Undermining Your Business Goals?

Let the Cisco Unified Contact Center Business Management Transformation Service help you transform your call center into a dynamic contact center solution.

### Cisco Unified Contact Center Business Management Transformation Service:

- Identifies specific projects and actions to transform and enhance customer interaction and performance
- Provides reference documents designed to enhance adoption, communication, training, process mapping and readiness reviews

The Cisco Unified Contact Center Business Management Transformation Service approaches contact center optimization through three primary focus areas aimed at analyzing your business needs and addressing the various communication choices available to your customer

## Prepare

A baseline evaluation highlights the goals and measurements essential to your organization. It also addresses the vitality and maturity of your contact center through examination of your:

- Routing capabilities
- Self service
- Management capabilities
- Agent capabilities
- Operation model
- System capabilities

During this phase, you gain an accurate view and a strong foundation to evaluate and compare your different contact centers with a baseline maturity model.

## Plan, Design, and Implement

A complete assessment of business models with sound recommendations aimed at maximizing efficiency. With a thorough evaluation of customer/agent/system processes and interactions, operations, policies and tools, we provide in-depth advice on solutions to maximize your contact center solution.

## Optimize

Continued support throughout all projects and initiatives identified in the plan/design/implement service phase. This phase reveals gaps and recommends resources where needed, updating mature contact center models, and reviewing metric reporting and ROI modeling.

Discover how you can maximize your customer interactions, aligning today's solutions with your business objectives to achieve greater results.

For more information about the Cisco Unified Contact Center Business Management Transformation Service, visit [www.cisco.com/go/uccservices](http://www.cisco.com/go/uccservices)



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