

The contact center is a critical component of customer retention and revenue generation in today's marketplace. But companies face increasing challenges in trying to manage operating costs, multi-platform technology, resource utilization – all while sustaining customer satisfaction and loyalty.

A Customer Experience Assessment is Hitachi Consulting's foundation for identifying and evaluating the critical components of a company's customer care and contact – from its strategy to its front-line people, processes and technologies. Hitachi Consulting applies best practices to help companies optimize customer care and control costs.



Solution Overview

Customer Experience Assessment

Background

Strategic Importance of Customer Experience

The contact center is often the primary touch point between a company and its customers. While technology advancements have made it easier and more efficient to provide sales, service, and support to customers via contact center agents, interactive voice response (IVR), email, and live internet chat; what hasn't changed is the imperative to provide a quality customer care experience.

Helpful customer service is critical for business success: it is the top reason consumers remain loyal and the leading reason they recommend a company to others. Customers can and often do evaluate the entire scope of their relationship with a company based on their sales, service, and support experience. Companies that provide a positive customer experience across all touch points can realize multiple benefits, including increased customer retention, stronger customer bonds to a company brand, and the ability to remain competitive on more than just price.

Optimizing Processes and Integrating Technology

Managing a customer care/contact program, either in a single location or multiple sites, in strategic alignment with organizational goals is a balancing act between providing an outstanding customer experience yet controlling costs and efficiency. To achieve these aims, companies must meet the challenges of maintaining service level agreements, minimizing customer churn and abandonment, blending disparate or out-dated systems with new tools and technologies, and integrating operations and processes across multiple sites.

The Solution: Customer Experience Assessment

Leveraging our deep customer contact expertise in multiple industries, and our best practice assessment methodology, Hitachi Consulting helps companies identify high-impact areas for process reengineering and business realignment. We develop a business case and roadmap for improvement based on each company's specific business needs, often resulting in:

- Enhanced CRM technology efficiencies and improvements
- Operational cost savings
- Improved performance management leading to more accurate reporting and the ability to take quicker and appropriate action
- Higher customer satisfaction and retention
- Improved customer experience that yields revenue growth

An actionable, high-level roadmap for implementation is developed that help companies achieve the business goals for improving the quality of customer interactions.

Customer Experience Assessment

Customer Experience Assessment Areas:

- Strategic Planning and Customer Contact Performance
- Customer Care / Contact Center Financial Management
- Customer Relationship Management (CRM) Tools and Technology
- Performance Management of Customer Care/Contact Staff / Operations
- Site Analysis – In-source / Outsource / Decentralize / Consolidate
- Industry Best Practice Metrics/Gap Assessment
- Customer Satisfaction Survey Analysis

Results with a Customer Experience Assessment

Assessments help companies identify gaps, harmonize technology and processes, and lay out a roadmap for achieving its strategic goals. Our approach helps companies:

- Refine a customer care / experience strategy
- Improve outdated, underutilized or non-integrated technology across multiple sites / locations
- Provide direction for a single view of the customer with insights into customer sales, service, contact center processes, and technologies
- Provide organizational structure and process improvements to gain efficiencies and cost savings
- Enhance customer service effectiveness, and customer satisfaction, and retention
- Increase business responsiveness

Hitachi Consulting Customer & Channel Solutions

The Customer Experience Assessment is a specialty of Hitachi's Customer and Channel Solutions practice. These services help articulate a winning customer relationship strategy; optimize sales and channel, marketing, and customer care processes; and implement advanced Customer Relationship Management (CRM) technology.

The Customer Experience Assessment is also one of Hitachi Consulting's specialized Revenue Management service offerings. Revenue Management solutions maximize the connection between products, pricing, promotions, and distribution channels by putting the right tools in place to be more market responsive, accountable and effective in driving targeted demand and margins.

About Hitachi Consulting Corporation

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions.

Hitachi Consulting's client base includes nearly 25 percent of the Global 100 and many leading mid-market companies. From business strategy development through application deployment, we help clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting – Building the Market Responsive Company®

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