

## The Solution Discovery

### HELPING CALL CENTERS CONTRIBUTE TO PROFITABILITY AND CUSTOMER LOYALTY

Maintaining close and intimate contact with customers remains a necessary source of competitive advantage today, and for many organizations, the route of this contact is through the call center. Most companies have made significant — technology, organizational, and people — investments in this important link to their customers, hoping to drive overall business profitability increases and higher levels of customer satisfaction and loyalty.

However, many executives still believe that their call centers remain expensive burdens to their bottom lines. Why is this important business unit not meeting overall expectations after all of the effort to improve administration and operations? In many cases, it is due to the perception that the

call center continues to serve only as a *cost center*, requiring business expense, but not delivering the desired and necessary outcomes. Nevertheless, the call center can produce bottom line results if given the opportunity.

Based on its extensive experience with call center effectiveness programs, Innoveer Solutions offers a service for rapidly uncovering the improvements that will help deliver increased business value and impact through the call center. After identifying the necessary actions for achieving more profitable customer outcomes, organizations are able to increase up-and-cross selling opportunities, improve operational and administrative productivity, and enhance customer satisfaction and loyalty.

### A FIRST STEP TOWARD RAPID MARKET PENETRATION

*The Solution Discovery* is an expedited call center effectiveness analysis that examines the existing challenges hindering the success of a call center and defines the enhancements and modifications that will ensure more effective customer service teams. Utilizing its unique 3-tier *Outcomes Diagnostic Process*, Innoveer Solutions uncovers areas where modest call center improvements will help sales, marketing, and product development units be more successful — leading to significant and immediate overall business results.

### SUCCESS STORY

Group Health Incorporated (GHI), the largest not-for-profit health services corporation in New York State, relied on Innoveer Solutions' extensive experience in the health insurance sector to deploy its CRM solution. The application, which replaced multiple, outdated legacy systems used for tracking customers, providers, call center representatives, and agents, gives GHI sophisticated tools for managing its customer data within a central database.

Innoveer worked with GHI to provide a consolidated view of its customers, regardless of the channel, and to integrate a Call Telephony Integration (CTI) solution within GHI's Automated Voice Response Unit. By moving from a paper-based to an automated system, GHI has increased accountability for call center agents and improved overall internal efficiency within the call center.

CRM has become the foundation for GHI's service, sales, and marketing strategies. The system has helped GHI reduce costs, enhance employee productivity, and increase revenue. Information is easily accessible without using multiple applications and flows seamlessly from sales personnel to account managers, encouraging cross-and-up selling. Call center agents have reduced response time for Web and e-mail inquiries from 14 days to 1-2 days, and sales personnel are able to analyze sales cycles and processes more accurately.

## WHAT DOES THE *DISCOVERY* INVOLVE?

The *Call Center Effectiveness Discovery* will focus on the following areas:

- **Business Requirements Analysis** - Discover in which areas the call center needs to achieve increased business impact
- **Customer Experience** - Identify how customers want to be serviced by the call center
- **Best Practices** - Examine operational practices that the call center must embrace to effectively contribute to the overall business
- **Technology Assessment** - Determine infrastructure for optimal call center effectiveness and gaps within current capabilities

These activities will enable your organization to identify immediate enhancements that utilize existing capabilities, as well as medium-term goals that will lead to an even greater return on call center investments.

At a fixed price of \$24,900\*, the *Solution Discovery* will identify areas for improvement and create an action plan. (\*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Call Center Solution Discovery* include:

- Prioritized strategy for defining call center effectiveness and detailed measurement of targeted business outcomes
- Definition of which customer interactions lead to strongest loyalty and retention
- Established communication channel matched to customer profiles and requirements
- Practical technology enhancements for increased business impact

## ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides world-class CRM solutions to clients throughout the United States and Western Europe. The firm offers planning and strategy, technology implementation, and optimization services designed to ensure positive outcomes in the areas of business growth, internal efficiencies, and customer experience. Innoveer Solutions has focused exclusively on customer management since 1998 and has completed more than 500 successful projects.

## PAST CLIENT SUCCESSES INCLUDE:

- Bose Corporation
- Nobilas International BV
- Group Health Incorporated
- Circles
- De Telegraph
- Dean Health Plan

## BUSINESS OUTCOMES:

- Reduced cost of service and administration an average of 17%
- Improved marketing campaign and product development efficiency an average of 8%
- Increased up-and-cross selling opportunities an average of 14%
- Enhanced customer loyalty and employee satisfaction twofold

## CONTACT US

For more information about how Innoveer Solutions can help you improve productivity, customer satisfaction, and overall profitability, please contact Jennifer Yanoff at [jyanoff@innoveer.com](mailto:jyanoff@innoveer.com) or at +1 617-225-7914.

