

## CONTACT CENTER

# Improve Contact Center Delivery Services and Customer Interactions

The Contact Center (CC) CoE improves external-facing contact centers at partner agencies by conducting best practice research, developing data-driven technology strategies, and leveraging proven practices and lessons learned from both the public and private sector. Ultimately, the goal of the CC CoE is to establish a repeatable methodology to help agencies improve how they deliver services and interact with their customers.

The CC CoE looks to transform federal contact center operating models and tool sets into an omni-channel model, to provide a uniform and positive experience for customers. The CC CoE leverages integrated knowledge management solutions, virtual intelligent tools, and other emerging technologies. A top priority is to ensure every customer receives consistent and accurate information in a timely manner, regardless of the channel.

The CC CoE has supported improvements across the federal government:

- Analyzed contact center inventory, spending, maturity of operational and infrastructure components, and customer experience to **understand the current state landscape** at USDA and HUD.
- Developed OneUSDA and HUDCentral **Future State Roadmaps** which outline the tasks required to **achieve the desired future state vision**.
- Implemented a **best-in-class integrated CC solution** and associated technologies (i.e., Salesforce, CRM, Cisco, CTI) at USDA.
- Launched **Ask USDA self-service**, available 24/7 through a centralized USDA.gov portal, and a new website and email address powered by a **centralized knowledge solution**.
- Developed and implemented a **Change Management Plan** and **Strategic Communications** for key stakeholders at HUD.
- Applied **lessons learned** at USDA and HUD to develop a **Contact Center Playbook** that includes 15 plays outlining the approach to modernizing and consolidating government contact centers.

When customers are asked what the most important aspect of a good customer experience is...

33%

Report getting my issue resolved in a single interaction

31%

Report a knowledgeable customer service representative

21%

Report not having to repeat myself if I'm transferred to a new agent

*Providing support teams with a 360-degree view of the customer stands out as one of the biggest opportunities to improve the service experience.<sup>1</sup>*

# Contact Center CoE Service Catalog

SERVICE	DESCRIPTION	SAMPLE DELIVERABLES
<b>Current State Assessment</b>	Inventory existing contact centers, conduct surveys and workshops, develop customer journey maps, identify customer pain points and areas of opportunity, and assess the maturity of the contact center(s) to develop a baseline.	<ul style="list-style-type: none"> <li>• Known Contact Centers Inventory</li> <li>• Contact Center Inventory Survey</li> <li>• Contact Center Maturity Assessment</li> <li>• Workshop with Agency Leadership</li> <li>• Workshop with Agency Customers</li> <li>• Deep Dive Interviews with Relevant Stakeholders and Process Owners</li> <li>• Customer Journey &amp; Workflow Visuals</li> </ul>
<b>Tailored Best Practice Research</b>	Tailor best practice research on contact center management and operations, knowledge management optimization, and other relevant topics to support successful modernization.	<ul style="list-style-type: none"> <li>• Best Practices Playbook</li> <li>• Public and Private Sector Organizations Case Studies</li> <li>• Documented Lessons Learned</li> <li>• Existing Tools and Artifacts Developed by other Agencies/ Organizations</li> <li>• Identification of Relevant Stakeholders</li> <li>• Knowledge Management Strategy &amp; Recommendations</li> <li>• Centralized Knowledge Base</li> </ul>
<b>Future State Visioning Support</b>	Develop a vision, roadmap, and supporting activities to achieve the vision, definition of service levels and standards of performance, innovative recommendations for future contact center optimization and modernization, and acquisition support to implement recommendations.	<ul style="list-style-type: none"> <li>• Future State Vision and Roadmap</li> <li>• Best-In-Class Contact Center Optimization Strategy &amp; Recommendations</li> <li>• Customized Best Practice Service Levels</li> <li>• Future State Contact Center Management Operating Models, Organizational Structures, and Position Descriptions</li> <li>• Future State Contact Center Concept of Operations</li> </ul>
<b>Implementation Support</b>	Prepare the agency with the functional and technical expertise to execute the necessary acquisition and ongoing tasks associated with a systems implementation effort that will ultimately lead to successful technology and workflow adoption.	<ul style="list-style-type: none"> <li>• Acquisition Strategy</li> <li>• Statement of Work Development</li> <li>• Contract Vehicles Analysis</li> <li>• Random Order of Magnitude Analysis</li> <li>• Change Management Plans</li> <li>• Change Impact Assessment</li> <li>• Stakeholder Analysis</li> <li>• Communications Plan</li> <li>• Strategic Communications</li> </ul>