



Improve Contact Center Delivery Services and Customer Interactions

The Contact Center CoE supports contact center transformation to improve the customer experience and create operational efficiencies at customer agencies. Through providing implementation support and recommendations on best practices, emerging technologies, and shared services, we strive to revitalize the role of contact centers in ensuring timely access to accurate information while maximizing the impact of taxpayer dollars.

OVERVIEW

The Contact Center CoE looks to transform federal contact center operating models and tool sets using an omni-channel strategy. By leveraging integrated customer relationship and knowledge management solutions, virtual intelligent tools, and other emerging technologies, we provide a uniform and positive experience for customers. A top priority is to ensure every customer can access consistent and accurate information in a timely manner, regardless of the distribution channel.

CASE STUDIES

The Contact Center CoE has supported improvements across the federal government:



U.S. Department of Agriculture

- Launched **AskUSDA** self-service, available 24/7 through a centralized USDA.gov portal
- Developed **OneUSDA Future State Roadmap**, which outlines 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.



Housing and Urban Development

- Developed and implemented a **Change Management Plan** and **Strategic Communications Plan** for key stakeholders.
- Developed **HUDCentral Future State Roadmap**, which outlines the tasks required to achieve the desired future state vision.
- Analyzed contact center inventory, spending, maturity of operational and infrastructure components, and customer experience to understand the **current state landscape**.

“Together, with the Centers of Excellence, we're building an omni-channel experience that will improve how customers get their questions answered and issues resolved in a timely and accurate manner.”

— USDA employee

CONTACT CENTER CoE SERVICE CATALOG

SERVICE	DESCRIPTION	SAMPLE DELIVERABLES
Current State Assessment	Develop a baseline through an inventory of existing contact centers, surveys and leadership interviews; develop customer journey maps, identify customer pain points and areas of opportunity, and assess the maturity of the contact center(s).	<ul style="list-style-type: none"> • Known Contact Centers Inventory • Contact Center Inventory Survey • Contact Center Maturity Assessment • Deep Dive Discussions with Relevant Stakeholders, Customers and Owners • Visuals of Customer Journey and Workflows • Mystery Shopping Assessment
Tailored Best Practice Research	Tailor research on best practices for contact center management and operations, knowledge management optimization, and other relevant topics to support successful modernization.	<ul style="list-style-type: none"> • Best Practices Playbook • Case Studies of Public and Private Sector Organizations • Documented Lessons Learned • Existing Tools and Artifacts Developed by other Agencies/ Organizations • Identification of Relevant Stakeholders • Recommendations for Developing Knowledge Management Strategy • Centralized Knowledge Base
Future State Visioning Support	Develop a roadmap and supporting activities aligned with the agency's vision, define service levels and standards of performance, provide innovative recommendations for future contact center optimization and modernization, and produce acquisition support to implement recommendations.	<ul style="list-style-type: none"> • Future State Vision and Roadmap • Recommendations for Developing Best-In-Class Contact Center Optimization Strategy • Customized Best Practice Service Levels • Contact Center Management Operating Models, Organizational Structures, and Position Descriptions
Implementation Support	Prepare the agency with the functional and technical expertise to execute the necessary acquisition, ongoing tasks associated with a systems implementation effort that will ultimately lead to successful technology and workflow adoption.	<ul style="list-style-type: none"> • Acquisition Strategy • Statement of Work Development • Contract Vehicles Analysis • Random Order of Magnitude Analysis • Change Management Plan • Change Impact Assessment • Stakeholder Analysis
Strategic Planning	Develop strategies for managing the communications, operations and business aspects of content center innovations by crafting strategic plans in all the areas where a well-structured framework and timeline is needed most.	<ul style="list-style-type: none"> • Strategic Communications • Knowledge Management • Concept of Operations • Technology • Telephony • Test and Learn Innovations

