



## Best-in-class call centers: Scorecards for success

How does your call center stack up? The first step toward delivering world-class customer service in today's environment is to separate the different components that contribute to a successful call center and evaluate your performance in each area. This series will focus on the Contact Center Model, which breaks the call center into its five key components - Strategy, Processes, Technology, Human Resources and Facilities. Each section will include a short scorecard to evaluate your current call center performance. If you are looking to improve the operations and performance of your call center, check out our entire selection of research-based products:



*If you don't see the penguin, it's not Centerserve.*

### Module 1: The Contact Center Model

This tutorial will explain the Contact Center Model and provide a basis for evaluating your call center as the tutorial series progresses through each main area.

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#### Background

Call centers today look much different than they did 10 years ago.

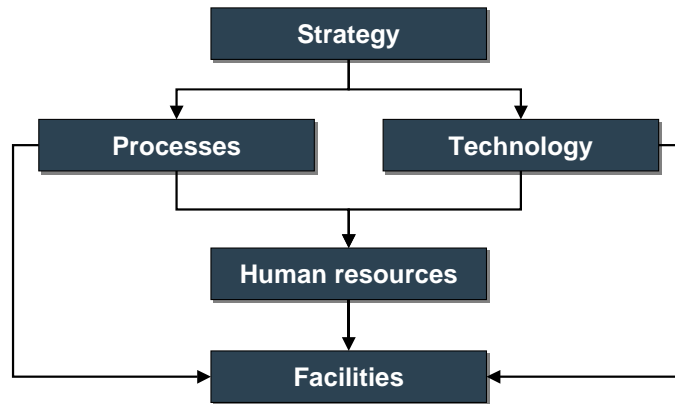
Customers now utilize a variety of media to contact your organization, including the internet, email, interactive voice response, text chat, etc. Customers demand service 24 hours a day, 7 days a week – with no exceptions. They also expect a **greater** number of services and more complex **options** from your contact center. Technology plays a more critical role in the delivery of service. Telecom innovations add even more decisions; technology must be part of the overall goals and objectives of the call center. Current economic conditions impact human resource policies and overall business spending decisions.

All in all, the contact centers are being **stretched** by increasing **demands** from customers, more complex systems and escalating pressures to control bottom line **costs** while providing superior **customer service**. Managers need a way to untangle the web that is today's call center.

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## The Contact Center Model

The Contact Center Model is a high-level **framework** for thinking about the five main areas of a **world-class** contact center. In the contact center model, there are five main areas as shown in the figure below:



**Prosci's Contact Center Model**

Each of the five elements is important by itself, but is interdependent on all of the others. Defining the business **strategy** is the basis for defining the **processes** and choosing the **technology**. **Human resource** policies require input from the processes and the technology, and all three will guide **facilities** selection and design. Together they create a call center model that can be used to improve or redesign your contact center operations.

## Elements of the Contact Center Model

The following chart provides a brief description of each of the five Contact Center Model elements. The following tutorials in this series will further examine each area and provide **scorecards** to evaluate your call center's performance.

Element	Description
<b>Strategy</b>	Your business strategy is the critical starting point for planning a call center. Before selecting the site for your call center, or designing processes, systems or organizational structures, you should define the role that the call center will play in the success of your organization.
<b>Processes</b>	The core of your call center operation will be your business processes.
<b>Technology</b>	Technology will play a key role in the success of your call center. Once you have defined how customer interactions and business

	processes will be handled, you will need to design the appropriate technologies, select the vendors, install the systems, and train the support personnel.
<b>Human resources</b>	The next step will be to define all the "people" elements for your center.
<b>Facilities</b>	The last key element of the call center model is the facilities. Setting up the facilities involves site selection and design.

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**Recommended resources:**

This tutorial provided information from Prosci's [Call Center Planning and Design Toolkit](#). This toolkit can be used for starting or reengineering call center operations for improved performance. More information on this and other call center products can be found in our [Bookstore](#).

<a href="#">Call Center Planning and Design Toolkit</a>	A comprehensive guide to call center <b>strategy, planning and design</b> ; an excellent resource for new contact center <b>start-ups, existing call center improvement and future planning</b> with detailed templates and planning roadmaps.
<a href="#">Best Practices Reports</a>	Over 240 call centers from around the world share how they have improved service quality, productivity and customer satisfaction. This report shares <b>lessons learned</b> by call center managers regarding their <b>most effective management practices</b> .
<a href="#">Call Center Business Performance Packages</a>	Find a call center package to meet your needs and <b>save 20-25%</b> off the list price.

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