

JAM IP Discovery Framework

FAST AND ECONOMIC WAY TO QUICK RESULTS

JAM IP has many years of experience delivering complex Contact Centre solutions. This experience has shown that success is based on a solid understanding by all parties of the challenges and opportunities that an organisation is facing.

Most organisations realise there is a need for improvement, but find it difficult to pinpoint where the issues lie and prioritise, or need help putting together financial business cases. It may simply be a case of needing to feel confident about a given technology before diving in feet first. This is where JAM IP can help by offering our customers a number of service packages, collectively referred to as the "Discovery Framework". These packages are practical and focused. They do not consist of lengthy consultancy exercises, but are designed to quickly identify a project or a series of projects that will deliver measurable benefit in the shortest time possible.

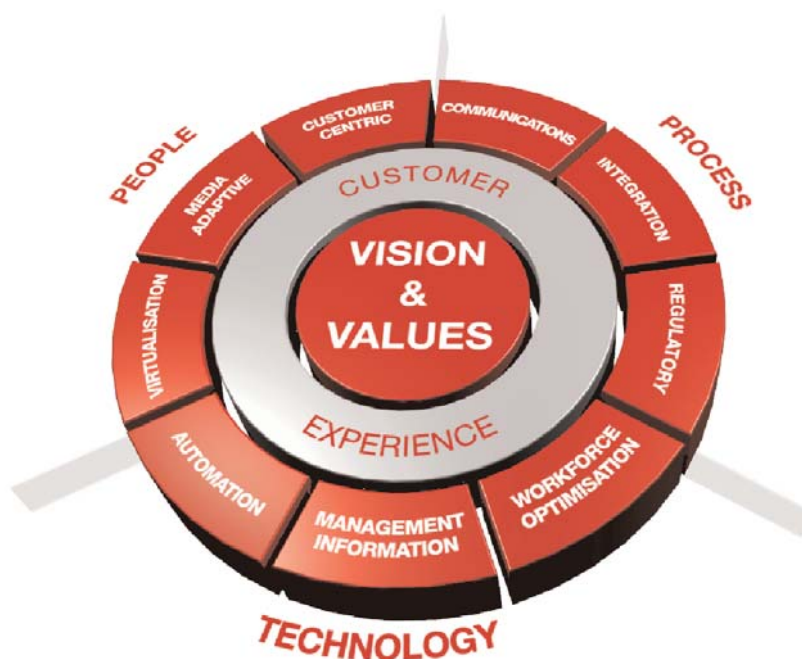
There are four service packages available in the Discovery Framework:

- Vision and Values Workshop
- Customer Experience Observation
- Application Workshop
- Proof of Concept

VISION AND VALUES WORKSHOP

JAM IP facilitate a one day workshop with key stakeholders to identify major issues and challenges the organisation is facing and to understand how closely aligned the contact centre is to corporate strategy.

The Vision and Values Workshop takes the attendees through a "discovery process", covering strategic vision, business strategy and aspects of People, Process, and Technology. Nine areas within the contact centre organisation are investigated: customer centric operations, media adaptive technologies, virtualisation, automation, management information, workforce optimisation, regulatory adherence, integration and communications.



JAM IP 360° Methodology

Deliverables

- Immediate feedback at the end of the workshop in the form of a playback session. The playback session presents an opportunity for all involved to respond interactively to the findings. JAM IP has found that this session is often the most valuable part of the exercise.
- Written analysis within 14 days of the workshop. JAM IP will perform an analysis of the contact centre's strengths, weaknesses, opportunities and threats (SWOT), including comparisons where appropriate to other contact centres in the industry. JAM IP also provide a high level roadmap to change, which includes identification of areas where there are potential "quick wins".

Location and Duration

The workshop can be held on the customer premises or off site. The workshop lasts 4-5 hours with a 2 hour playback at the end.

Who Should Attend?

The Vision and Values Workshop is only effective if the right people attend, as the issues discussed are strategic in nature. Attendees should include the executive in charge of the contact centre operation as well as senior personnel directly involved in the day-to-day operation. The workshop is not suitable for supervisors or agents.

Preparation

For those attending the workshop it will be necessary to do a small amount of preparation work. This is in the form of completing an individual questionnaire, which should take no longer than 30 minutes.

CUSTOMER EXPERIENCE OBSERVATION

JAM IP conduct a one day exercise designed to gain insight into the customer experience that the Contact Centre is delivering. A JAM IP Contact Centre specialist will carry out the following activities:

- conduct interviews with executive staff, supervisors and agents,
- shadow agents and supervisors as they perform live customer interactions
- observe Contact Centre operations

Whilst short in duration, JAM IP has found that this simple process can reveal multiple opportunities for improvement.

Deliverables

- Written report within 14 days of the workshop which provides specialist insight into the “real-world” environment of the contact centre.
- Identification of the Top Ten opportunities to improve the customer experience and/or enhance the productivity of the operation.

Preparation

JAM IP must receive permission to observe the live operation of the Contact Centre. In addition, JAM IP will request access to Contact Centre agents and supervisors to conduct interviews with them and shadow them during the day. A minimum of 3 agents and 1 supervisor is required. JAM IP will also require access to the Contact Centre manager or to a person with a similar role. A minimum of ½ hour per person should be set aside for interview.

APPLICATION WORKSHOP

JAM IP conduct a one-day workshop that focuses in depth on a specific technology, with the aim of providing the detailed information required to build a compelling business case. The workshop will reveal how the technology can be used to drive business advantage, and will identify where appropriate how other organisations in the same sector are using the technology (or not, as the case may be.)

The Application Workshop is sometimes conducted as a result of a “Vision and Values” Workshop, or after the output from the “Customer Experience” Analysis is received. However, it can be done in isolation if there is sufficient interest in a particular technology or solution area.

Deliverables

A presentation, usually given within 21 days of the workshop, which outlines the business justification for the technology. The final presentation will show how a given solution will bring benefit to the customer, whether in the form of additional revenue, productivity increases or cost saving.

Who Should Attend?

Attendees should be all those who are stakeholders in the creation of the business case justification. This should include not only key personnel from the project team but also

the senior person who will be the user of the technology (usually a Contact Centre executive) and the senior person who will be internally responsible for the technology (usually the IT Director or equivalent.) A representative from Finance may also be required, depending on the financial processes within the organisation.

Preparation

No preparations is required prior to the workshop, however JAM IP will need access to personnel and information afterwards in order to compile the final presentation and business case input. These specific requirements will be identified during the workshop.

PROOF OF CONCEPT

JAM IP design and deliver a Proof of Concept so that the customer can gain experience with a particular technology and confirm that it will deliver business benefit before committing to the purchase of a full solution.

The Proof of Concept is delivered at minimal cost within a controlled live environment, and is restricted to a certain length of time, usually 4 to 6 weeks. At the outset, success criteria will be agreed between JAM IP and the client. This will be used to judge whether the solution can be rolled out if successful.

Note: A Proof of Concept is not offered on all elements of JAM IP's portfolio of products.

Deliverables

- Live, operational implementation of a particular solution or technology
- Identification of areas of quantifiable benefit
- Identification of risks and issues
- Business case justification for further investment

SUMMARY

The aim of JAM IP's Discovery Framework is to provide practical support to our customers so that they can move their organisations forward in a rapid and cost effective manner.

In JAM IP's opinion, the most successful approach to change is one that delivers a number of successes along the way. Once issues and opportunities within an organisation are identified, they can be divided into a series of discrete projects with discrete benefits, delivered over a series of time, creating a roadmap to change. Moreover, success rarely occurs overnight. For many organisations a "big bang" approach to change is not always realistic due to the financial risks involved.

JAM IP's Discovery Framework can provide a vital tool to organisations in implementing business improvement, whether it is to quick-start the change process, or to deliver measurable benefit along the way.

WHO IS JAM IP?

JAM IP is a leading contact centre services organisation, a group of experts who specialise in consulting, professional services, software development, systems integration and managed services. We trade independently as a centre of excellence within the KCOM group. Our main office is based in Maidenhead, Berkshire, with branch offices in Manchester and Hull.