



CONTACT CENTRE STRATEGY

When your business depends on interacting with customers, it's essential that your customer contact centre is able to function smoothly.

Your contact centre can be a critical touch-point for delivering customer service – and also one of the costliest. That's why you need an in-depth understanding of how to fully engage with your customers. This means carefully evaluating your customer journey, and developing a series of strategic business objectives. A well-developed Contact Centre Strategy is a key part of establishing your future direction. You will then be able to find most efficient and productive ways to deploy your people, processes and technology. This will enable you to take your customer servicing to a whole new level.

How we can help

Our Contact Centre Strategy service provides you with an excellent overview of the strengths and weaknesses of your contact centre environment. You'll receive a clear, objective roadmap of how this all-important channel can support your core business strategies. Our expert team will help you make informed decisions around your communications-technology roadmaps and investments. You'll be able to build a robust strategic framework for refining and improving your contact centre services – in alignment with well-defined organisational goals.

Key benefits

You gain an excellent understanding of your contact centre investments and their business value, including:

- analysing and identifying contact centre gaps and issues
- prioritising the remediation of any issues
- mapping issues to business problems, process improvements and strategies
- transforming future investments into informed and balanced strategic investments.

Engagement process

DISCOVER	ASSESS	ANALYSE	RECOMMEND
What you do	What we do	What you get	
<p>You'll need to provide:</p> <ul style="list-style-type: none"> • commitment and contribution from your contact centre operations team, and other relevant departments, including your IT team • within the contact centre, contribution from all levels including its managers and team leaders. 	<p>This service is based around a collaborative process with your key stakeholders. It begins with the development of a project brief – and continues through to the delivery of the strategic plan, aligned with five key phases.</p> <p>1. Review We'll identify, document and validate your existing business environment, challenges and objectives against current technologies.</p> <p>2. Analyse Your business objectives will be translated into enabling technologies – existing and planned.</p> <p>3. Design We'll assess your business requirements as captured and defined within the analyse phase. An end-to-end design document incorporating all elements of the solution is then produced.</p> <p>4. Implement This phase provides project management, governance and structure – ensuring the deliverables meet the stated business requirements, as agreed in the earlier phases.</p> <p>5. Measure Telstra contact centre consulting project milestones are used to benchmark progress, refine programs and determine success.</p>	<p>You'll develop an understanding of your 'future state' vision and business objectives, including:</p> <ul style="list-style-type: none"> • opportunities and recommendations to meet your organisational goals • ways to achieve effective cost management • clarity of the surrounding end-state solution to all your business, technology and third party stakeholders • ongoing measurement to gauge the success of the project. 	

Contact centre consulting services and more

We focus on measurable outcomes and business process enhancements, and can offer you the most complete range of end-to-end lifecycle services, including:

- operational and quality management reviews
- social media strategies
- voice biometric solutions.

This industry-leading range is just part of a much bigger picture. We can also help you across a broad portfolio of consulting services, covering multiple aligned domains. These include Cloud, Collaboration, Networking, Security and many others. Our team will take into consideration your business strategy, and your wider technology environment. Telstra offers you the best of all worlds – highly skilled people and a rich portfolio of services, delivered on our world-class mobile and fixed networks.

Telstra delivers end-to-end value

As a leading service provider, we're ideally positioned to meet your end-to-end ICT requirements – through access to skilled professionals, cutting-edge capabilities and proven methodologies. No wonder we provide our cross-domain experience and ICT solutions to 200 of the top 500 global companies.

Experience	Specialised	Best practice	End-to-end
<p>Consulting Services</p> <ul style="list-style-type: none"> • We have over 900 people, Australia-wide. • Our consultants are qualified with all major certifications and accreditations. • You get the very best help in understanding, managing and reducing business risk. 	<p>Professional Services</p> <ul style="list-style-type: none"> • We provide industry-specific and domain-specific expertise. • We give you access to guidance and technical design from a deep pool of specialised talent. • You get solutions tailored specifically to your business requirements. 	<p>Project Services</p> <ul style="list-style-type: none"> • All work is aligned with major quality and performance standards. • We'll ensure you get ICT project planning using best practice methodologies, governance and processes. • Your projects are delivered on time, and on budget. 	<p>Integration and Managed Services</p> <ul style="list-style-type: none"> • You'll get peace of mind from start to finish. • We make sure that both simple and complex services will be truly integrated from end-to-end. • You get the best chance of achieving true business transformation.

🏠 contact your Telstra account executive

🔗 <https://www.telstra.com.au/business-enterprise/solutions/customer-contact-solutions/contact-centres>