

ORCCA Meeting (May 27th, 2009)
Participant Pre-Think Package: To be Completed BEFORE the Session

May 18, 2009 (Happy Victoria Day!)

NB: This is a worksheet, please print & bring (2-sided please, remember Earth Day)

Purpose:

The purpose of the document is to prepare participants that have confirmed their attendance for the May 27th, ORCCA meeting. This will not be a presentation... this will be a BIG Workshop with the learning coming from insights & discussion with your peers and experts... those that do the job. The room is close to capacity so please confirm if you would like a seat at the table. To insure that you as an individual bring thoughtful value, and not just a spontaneous outburst of contribution we ask that you take 10minutes before the session to prepare (25min if you do it with someone else over a coffee).

Bring your work to the session as this will form the foundation of putting the minds of 80 smart people together... quickly. Lack of preparation is the biggest risk to getting a great outcome at this session.

Note that we have built this session with what is common across our contact centre operations, not what is different. Regardless of 10 agents or 2,000, government or private sector, in-house or 3rd party contact centre... the goal is to share tactics we can prepare that can help us *proactively trim costs versus having to reactive cut*. This session might also be of interest for the more strategic & those on your team that understand measurement & expense in the business.

What will happen at the session?

Context Statement: The Ottawa Area is one of the most unique & influential call centre communities in Canada and this session will attempt to harvest some of the insights from those that participate. We will focus on ONE problem that regardless of size, etc we all face. In essence learning from people worth learning from ... peers who actual do the work and deal with the challenges ... not just people that talk about it..

Problem Statement: Exactly the same as the original invitation and the reminders:

If you had to decrease the operating expense INSIDE your contact centre(s) by 5-20% in 2009, what ONE specific idea would you put forth as your BEST or PROVEN solutions to help get you there?

You are welcome to bring additional SPECIFIC ideas, but you are going to be asked to put forth ONE idea in a public setting with your peers, so think about it first. *This is about VALUE, not VOLUME.*

How will it work:

YES... You will be Working... in tables with of 6-10 of your peers, we will work through 3 specific phases:

Welcome & Context Setting: Why are we here, what to expect, say hi to your neighbours (be bold)

Table Work: semi-structured discussion with 1 person keeping you on track and one taking notes, the better prepared we are the more valuable this will be.

Sharing your table's BEST idea: this will happen in a structured way versus going around the room. The Table Facilitator will bring the ONE Best idea produced from the great minds at their table.... and the 2 or 3 Next Best Ideas. These will be put on a flip-chart (10 tables will equal 10 BEST ideas) making sure the critical questions are answered. With the help of our 2 Celebrity Assistants (Vanna1 & Vanna2), we will review the input together, have a short discussion, wrap-up and high-five our work-mates as well depart.

AFTER the Session: with the input and discussion around the room we will collect 8-10 of the BEST ideas, and 8-10 of the NEXT BEST ideas... that is a lot of BEST ideas! We will in turn capture these, boil-them-down a bit and send to those that participated in the session (note: Make sure Sandy has your email / contact info before you head home)

ORCCA Working Session on “Cost Reduction” INSIDE the Contact Centre

May 27th, 2009

Problem Statement: Exactly the same as the original invitation and the many reminders (yes.. consistency is the key word):
If you had to decrease the operating expense INSIDE your contact centre(s) by 5-20% in 2009, what ONE specific idea would you put forth as your BEST or PROVEN solutions to help get you there?

What we are Talking about?

Sustainable Cost reduction is a holistic approach. Just like sustainable weight-loss it is not about starving yourself. A true formulaic approach trims expenses in LAYERS; identifying all the potential ways of reducing expense and targeting initiatives. Reducing by 1.5% here, 0.75% and 2.75% requires upfront diagnosis BUT managing the cost reduction is less risky ... AND doesn't throw the baby out with the bathwater; eliminating the progress you've made on Customer Sat or killing your Employee Engagement.

In our session we will discuss a Systematic Approach to Cost Reduction, some of the key principles to keep in mind and what are some of the common issues & pitfalls. We'll discuss in some detail BUT the sneak peak is below

It is helpful to think about Cost reduction is 3 LAYERS:

Layer 1: Strategic:

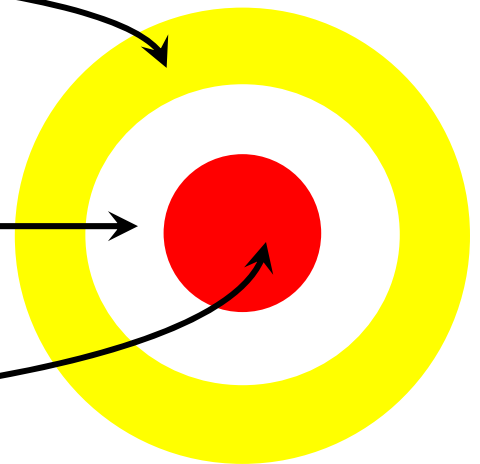
This level consists of cost reduction strategies focus on Contact Strategy, Channel Strategy. We have different types of customer contacts... how do we want to handle them? Examples might be Self Service, Web IVR or live agent. Which calls do we want to handle live, which customers and calls do we want to go away?

Layer 2: Operational Design:

This level includes Organizational Design, Technical Infrastructure Design and Workforce Design. Examples might be shared service functions, PT/FT agent mix, IT and telecom setup & use.

Layer 3: Execution Layer:

Channel Efficiency, Workforce Efficiency, Agent Speed to Proficiency, and Support Team Efficiency. Examples reducing payroll leakage, error rates, FCR, attrition costs, how long does it take for an agent to become proficient?



What we are NOT Talking about?

For the purpose of this session we will focus on what is most common to the 80 minds in the room. This will allow us to share what each of our organizations is do and have it be of value. For this session we will NOT focus on the Strategic or Operational Design Layers ... we will concentrate on the Execution Layer. From Team Leader to VP we can all talk about how we run / Execute the business of contact centres versus the strategy and how to design the operation.

