“A Customer Interaction Strategy can achieve the strategic congruence necessary to ensure your contact centre receives the full support of the wider organisation.”

Jason Metcalfe
“Twas the month before Christmas...”
“Are the outcomes of your Customer Interactions congruent with the objectives of the wider organisation?”
“So much of a contact centre’s time and resource is spent in pursuit of activity peripheral to actual customer interactions.”
“A Customer Interaction Strategy describes the means and manner by which customers interact with your contact centre.”
“Investigation of your current Customer Interaction Strategy is a great way to engage the entire contact centre and its partners.”
“Measures of success must be meaningful beyond the walls of the contact centre.”
“But I’m still learning about call centres...“

Anonymous
<table>
<thead>
<tr>
<th>Level 1: Efficiency</th>
<th>Level 2: Satisfaction</th>
<th>Level 3: Strategic Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating cost</td>
<td>Customer satisfaction</td>
<td>Competitive advantage</td>
</tr>
<tr>
<td>Cost per sale</td>
<td>Customer retention</td>
<td>Brand establishment</td>
</tr>
<tr>
<td>Cost per customer</td>
<td>Customer sales</td>
<td>Market intelligence</td>
</tr>
<tr>
<td></td>
<td>Customer revenue</td>
<td>Process improvement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Product development</td>
</tr>
</tbody>
</table>
Market Leader

Toys our customers want

Toys at cheapest price

Greatest customer convenience

Maximise investor’s returns

Proud employee Team

Increase new customers by 10%

Increase retention from 50% to 70%

Improve profitability by 5%
Operating cost
Cost per sale
Cost per customer
Customer satisfaction
Customer retention
Customer sales
Customer revenue
Competitive advantage
Brand establishment
Market intelligence
Process improvement
Product development
Reduce centre operating cost by 10%
Reduce cost per sale by 10%
Increase contact to sales ratio by 5%
Increase revenue per sale by 5%
Increase repeat purchases by 15%
Ensure we have what customers want
Ensure we offer the cheapest price
Ensure we are easy to do business with
Drive process improvement
Contribute to product development
“What gets measured gets done. Make sure you are measuring the right things!”

Peter Drucker
Customer Interaction Strategic Road Map

"An actionable plan forward for your People, Processes, and Technology."

Source: Gartner (July 2012) page 5, 'hype_cycle_for_contact_cente_231176.pdf'

Gartner: Contact Centre Hype Cycle

Source: Gartner (July 2012) page 5, ‘hype_cycle_for_contact_cente_231176.pdf’
The gap between today’s Objectives and Outcomes determines the scale of change.

**Evolution** if a small gap lies between Objectives and Outcomes.

**Transformation** if a chasm lies between Objectives and Outcomes.
“However beautiful the strategy, you should occasionally look at the results”

Winston Churchill
“A successful Customer Interaction Strategy cannot be created in isolation.”
“A successful Customer Interaction Strategy cannot be outsourced.”

“The invitation to consult is an invitation to cooperatively and objectively assess challenges, explore new possibilities, and ultimately empower an organisation to make the choices they intuitively know they must make.”
1. Introducing the Customer Interaction Strategy...

3. Owned by the contact centre, but never created in isolation from the wider organisation...

2. Demonstrate direct, significant, and integral contribution to organisational objectives...

4. Never outsourced; but you can always seek partnership for assistance...
Thank you