Contact Centre Technology Review Gap Analysis and Recommendations

Client Profile

Part of a group operating in the retail mortgage environment in the UK needed to review the suitability of its current contact centre technology to support long term growth.

Project Brief / Requirements

When the business was set-up a technology platform was introduced to support all key customer facing areas however, over time doubts had been raised as to whether the solution was a good business fit for current and future needs so a review was required to understand what the gap was between current needs, future requirements and the solution

Our Approach

To perform a comprehensive review to understand current operational requirements against the current strategic business objectives and perform a gap analysis between the existing solution and the one needed to deliver the strategic objectives. This included: -

- Understanding the business and the key strategic direction from Senior Management
- Spending time with operational managers and staff to understand what issues they were having
- Review with key IT staff on serviceability of the solution and ease of maintenance
- Discussions with suppliers on the finding from the above work
- Review and recommendation on whether the client should simply replace the existing solution with something else

The Results

A final report on all the aspects above including the supplier feedback was produced. The primary recommendation was to stay with the existing solution as most of the issues and gaps identified could be resolved / filled within the solutions framework. From here the output from this work formed the basis of a set of meetings between the client the consultant and their solution suppliers where operational issues were discussed and action plans put in place to resolve them. Also, during these meetings the scoping of additional functional requirements was undertaken so this could be specified for costing and potential implementation to ensure the solution continued to support the strategic objectives.

As a result the issues around the operational effectiveness of the solution were resolved, and the client has continued to grow the business with the support of the underlying technology platform.

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