

## Contact Center Assessment



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- How to integrate the Voice of the Customer, as well as employees' attitudes and preferences, into your contact center operations to create a continuous improvement culture
- How to align contact center operations with your brand promise to help it become a stronger brand asset
- Your contact center's strengths and opportunities for improvement compared with those of high-performing companies, as well as which improvement initiatives should be prioritized

### THE SOLUTION

J.D. Power's Contact Center Assessment identifies and analyzes your contact center's ability to sustain the delivery of an outstanding customer service experience. This systematic approach provides companies with an understanding of customer needs and expectations, as well as the capacity to meet those needs and expectations. The assessment outlines the extent to which a contact center's internal operations are designed to deliver high levels of customer satisfaction and operational excellence.

### THE BENEFITS

The Contact Center Assessment enables participating companies to:

- **Become More Customer Focused**—Provides independent, third-party feedback derived from customers
- **Improve Performance in the Near-Term**—Identifies and focuses on the activities and initiatives that are most likely to overcome root cause issues quickly and that may enable and sustain an outstanding customer experience
- **Obtain a Comprehensive Understanding of Performance**—Provides objective comparisons between your company's contact center performance and those of high-performing companies
- **Gain Third-Party Support for Improvement Initiatives**—Supports initiatives for performance improvement and revenue enhancement
- **Network with Industry Leaders**—Offers unique networking events and informational sessions exclusively reserved for J.D. Power clients

## COMPLETE THE PICTURE


J.D. Power offers a comprehensive suite of solutions that deepen insights into all phases of the customer life cycle, allowing you to make more informed business decisions.

### Industry Benchmarking

J.D. Power's independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers' shopping, buying, and ownership experiences for a variety of products and services.

### Tracking

J.D. Power offers two tracking solutions that enable you to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

 **Acutrend™**—Provides a 360° view of the customer experience in real time through a Web-based user interface that allows for an analysis of every key performance measure against industry benchmarks



**Custom Tracking**—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

### Social Media Insights

Collect and evaluate consumer sentiment in its natural form—unprompted.

J.D. Power's advanced social media intelligence solutions easily integrate into your existing research, surpassing the basic monitoring tools that many companies currently use.

### Text Analytics

J.D. Power's state-of-the-art text processing technology can analyze all of your unstructured text—gathered from any source—and provide actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

### Digital Experience Evaluation Solutions

Gain an understanding of how consumers interact with your website, as well as whether your website is meeting the needs of consumers and how your website stacks up against those of competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement sustainable improvements.

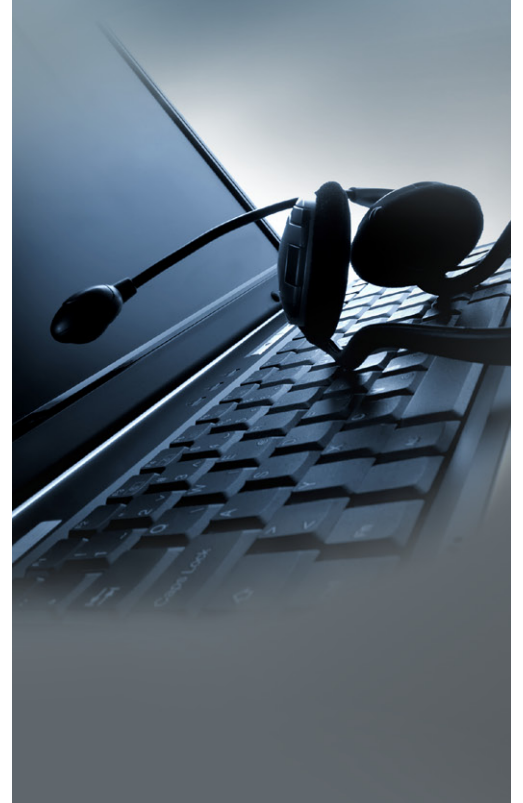
### Mystery Shopping

Take advantage of J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services, which can be customized to virtually any industry.

### Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your strategic planning and operational activities.

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