

Operational Performance Assessment



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THE SOLUTION

J.D. Power's Operational Performance Assessment (OPA) compares your organization's strategies, operations, and practices with those used by high-performing contact centers. The assessment provides prescriptive guidance on operational strategies that may achieve increased performance based on the benchmarks and proven practices used in the *J.D. Power and Associates Certified Call Center Program*.SM The OPA includes:

J.D. Power's Benchmarking Toolkit:

- Current call center customer satisfaction research benchmarks and leading operational benchmarks
- Access to the complete set of J.D. Power call center research tools for 12 months
- Use of the J.D. Power Operational Excellence Inventory Tool for 12 months, which includes more than 130 leading best practices shown to positively impact customer satisfaction

A 3-Day On-site Assessment:

- An in-depth call center operational audit of your company's key call centers
- Assessment tool and score against the operational excellence inventory criteria
- A gap analysis of key operational benchmarks
- A final report detailing key strengths, opportunities, and recommendations for improving performance

THE BENEFITS

The OPA allows companies to understand how they perform and what they should do to achieve higher levels of performance. The OPA delivers the insight and tools needed to create a continuous performance improvement mechanism designed to drive superior results quickly and at low cost, and is ideal for companies that strive to perform at the same levels as the leading call centers.

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.

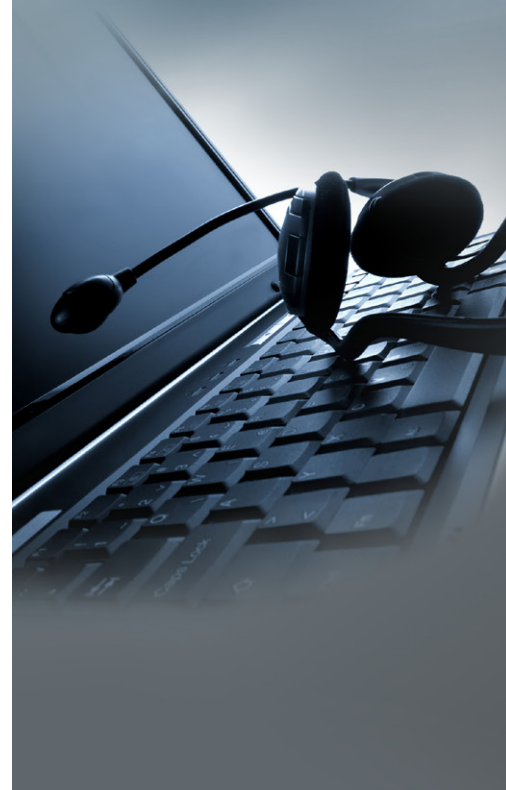
Mystery Shopping

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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For more information about J.D. Power products and services, please contact:

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