

# GoTo

Connect

## The Contact Center Blueprint for Growth

Your Guide to Happier Customers, Lower Costs, and Better Business Outcomes



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# Introduction

A modern, mature contact center lets you manage all customer interactions: incoming calls and outgoing pitches across multiple channels – voice calls, emails, text messages and social media posts. It's a long way from the traditional office PBX network because it does so much more than manage phone calls.

Most contact centers stand somewhere on a maturity continuum from rudimentary to cutting edge. Wherever your contact center is, you cannot afford to let it stand still. It should be maturing into a customer service hub where technology, strategy, and human touch converge.

A maturity model helps you map out the transition.

Why is this so important? Because interacting with your customers shouldn't cost you tons of time and resources. Think of contact centers like *growth centers* that help you mine the full business value of the give-and-take between your people and your customers.

This guide will show why it's critical to develop a mature contact center that's a strategic asset for your business. We explore the key principles, practices, and innovations that transform a basic contact center that's expensive and inflexible into one that's agile, intelligent, cost efficient, and customer centric.

Each chapter guides you through the phases of maturity – from optimizing operational processes to leveraging advanced technologies. Drawing inspiration from industry thought leaders, case studies, and emerging trends, the Contact Center Blueprint for Growth offers a quick, concise look at insights, tools, and strategies for developing a mature contact center.



# How the maturity model is organized



We divide our maturity model into four phases:

- 1 Initiate Conversations.** Set the maturity model in motion by confronting the limitations of your contact center and talking about converting into a growth center.
- 2 Collaborate Internally.** Start minimizing costs and fostering collaboration. Modern technologies, multi-skilled contact center agents and improved system integrations take center stage.
- 3 Transform Digitally.** Ramp up your maturity with omnichannel, interactive messaging. Focus on adding self-service and outbound capabilities.
- 4 Automate & Accelerate.** Create an AI-powered hub for customer conversations. Eliminate manual processes and use advanced analytics to make your contact center an engine of business growth.

Each phase of the model has subsections on technology, people and processes. Let's get started on your maturity journey.

# Phase 1: Initiate Conversations



# Strategy: High cost center, reactive to customer needs



## Technology: Traditional

Companies typically create contact centers when customer conversations start overwhelming their traditional office phone systems. Limitations start piling up quickly: hard phones, high costs and inflexible tools leave you reactive to customer needs when you need to be proactive.



## People: Performing a Job

Leaders and staff use multiple systems and compile diverse data sets. While managing the workflow of your job performers, you're emphasizing attention to detail and proficiency at sticking to a script during customer interactions.



## Processes: Building Compliance

You're developing compliance measures, policies and procedures. Call monitoring helps you understand interactions and adjust to baseline metrics for future reference.

Critical metrics include:

- Call volume
- Average handle time (AHT)
- Fluctuations in time/day
- Paid hours compliance

These are all essential facets in the opening phase of contact center maturity. The logical next phase is to use modern technologies, updated training and improved system integration to start driving better business outcomes. Thus, it's time to start conversations about building on what you have and taking your contact center to the next phase – reducing costs and boosting collaboration capabilities.

# Phase 2: Collaborate Internally

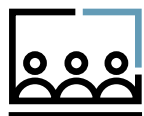


# Strategy: Minimal cost center, collaborative



## Technology: Modern

Phase 2 means modernizing your technologies to make your agents more versatile while elevating their training and making them more effective. Software integrations become more sophisticated and powerful, starting with your CRM application. Modern tools help you use chat or meeting channels to streamline internal communication and collaboration.



## People: Building Skills

Proper coaching gives your agents a deeper understanding of your business. Emphasizing the importance of soft skills becomes crucial for delivering a more personalized and value-added customer experience. You're also working on building specific skills like maintaining a positive demeanor and learning more about your products, services, and customer needs.



## Processes: Gauging Experience

With modern tech and well-trained people, you can pivot toward prioritizing the customer journey and documenting improvements. Reviewing recordings and transcriptions and monitoring grade-of-service metrics yields critical strategic insights. You can start doing things like:

- Analyzing past calls to gain intel on how interactions are handled
- Aggregating data to assess service quality
- Defining service levels based on factors like the speed of correspondence
- Identifying customer frustrations

Phase 2 gives your staff the tools they need to create stronger interactions that keep customers coming back – establishing the business value of a more mature contact center. With this foundation built, you're ready to implement modern digital tools that build even more value.



# Phase 3: Transform Digitally



# Strategy: Growth center, interactive



## Technology: Omnichannel

Phase 3 shifts the focus to creating unforgettable interactions – meeting customers in their preferred channels and evaluating the quality of these contacts. A truly multichannel approach can help you integrate voice, text, emails and even video.

Agents can enjoy a more software-centric experience as contact-management tools redirect communications to colleagues who have the best skills match for the customer. Agents also can manage multiple interactions concurrently, boosting productivity.

Software integrations help you add self-service options that let customers navigate through a knowledge base so they're not burdening agents with repetitive tasks. Advanced contact management software helps you deliver more detailed, personalized, and convenient experiences to customers. Moreover, you can boost sales team performance with outbound contact management.



## People: Master a Craft

With software freeing your agents from repetitive tasks, they have time to refine their skills. You can help them become more goal-oriented with tools that help measure their progress. Strengthening their technical expertise becomes crucial for serving customers effectively.

Moreover, these technological advancements and skill refinements accelerate your evolution from a reactive to a proactive approach.



## Processes: Emphasizing Quality

With the right digital tools and advanced staff training, you can deliver consistent quality across all your communication channels. This will help you answer questions like how experiences on the phone translate to SMS or chat. You can also start tracking elements like script adherence and implement post-interaction surveys.

You also can focus on the satisfaction of employees and customers. After all, happy employees are bound to yield better customer outcomes. Investments in training and coaching can help lock in agent contentment, creating a ripple effect of exceptional experiences.

Key KPIs to consider include:

- First call resolution (FCR)
- Customer satisfaction (CSAT)
- Script adherence
- Employee satisfaction (ESAT)

Maturing to Phase 3 is critical because it gives you the tools to turn your agents into masters of their craft because they aren't so bogged down with boring, repetitive tasks. This pays dividends via happy returning customers.

The challenge now is that your competitors can mine all the advanced capabilities of Phase 4. If you don't mature, you're apt to be left behind in the marketplace.



# Phase 4: Automate & Accelerate



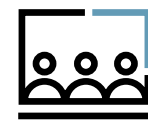
# Strategy: Continuous growth center, proactive



## Technology: Integrated

Phase 4 takes you to the leading edge of the maturity model, where you can take advantage of the latest technology and concentrate your efforts in a centralized contact center platform. This is where tools like generative AI and ChatGPT, which sparked waves of excitement across the contact center landscape, become game-changers.

Your technology focus transcends CRM software and knowledge bases. Cloud technologies and learning automation help you develop interconnections between a broad range of components. Data hubs and centralized systems help you develop AI-powered solutions and advanced automations.



## People: Established Professional

A robust contact center software platform seamlessly integrates knowledge sources, giving agents immediate access to comprehensive information sources. As your agents become more autonomous, they can sharpen their emotional intelligence and expertise to train the next wave of agents.

Thus, workers become highly proficient professionals who have all the tools they need to satisfy customers. These are the kind of people who tend to stay on the job over the long haul.



## Processes: Eliminating Workload

Advanced automation eliminates manual overhead, streamlining complex processes like quality assurance. AI-powered summaries and evaluation scorecards produce data-driven insights. Growth metrics indicative like Net Promoter Score (NPS) gain prominence.

AI can help you develop deep insights into customer behavior and loyalty in ways that used to be reserved only for large enterprises. Barriers to entry have all but evaporated, so businesses of nearly any size or scale can find feasible AI and automation options. This means you can thrive in delivering exceptional service and staying ahead in today's competitive market.

# Summary



The Contact Center Blueprint for Growth can tell you where you are and where to go next. How to tell if it's time to shift to the next phase:

- 1 Phase 1**  
Your customer communications have become complicated and unmanageable, bogging down your staff and degrading customer service.
- 2 Phase 2**  
You're dealing with high staff turnover and frustrated customers because you're not communicating with people on their preferred channels.
- 3 Phase 3**  
Your competitors are using advanced automation to eat into your market share and poach your best customer service agents.

Another potential challenge: Your technologies, people and processes are in different phases. Perhaps, for instance, you bought an advanced contact center solution that your people haven't been fully trained to use.

There's always the option of leapfrogging to Phase 4. Indeed, the latest cloud-based contact center software packages are built to make this happen. Bear in mind you'll need time to prepare your people and reinvent processes while adding new technology. Make sure to find experienced, proven technology partners who can help you navigate the changes and get the biggest return on your investment.

# The Contact Center Blueprint for Growth

	Initiate Conversations	Collaborate Internally	Transform Digitally	Automate & Accelerate
Strategy	Reactive	Collaborative	Interactive	Proactive
Technology	Traditional <ul style="list-style-type: none"> <li>• PBX network</li> <li>• Multiple systems</li> <li>• Isolated customer data</li> </ul>	Modern <ul style="list-style-type: none"> <li>• CRM-centered</li> <li>• Integrated systems</li> <li>• Interactive collaboration tools</li> </ul>	Omnichannel <ul style="list-style-type: none"> <li>• Email, chat, soft phones</li> <li>• Customer self-serve</li> </ul>	Integrated <ul style="list-style-type: none"> <li>• Agent workspace and knowledge base</li> <li>• Automations</li> <li>• AI analysis</li> </ul>
People	Performing Tasks <ul style="list-style-type: none"> <li>• Call center staff has basic competence and detail orientation</li> </ul>	Learning Skills <ul style="list-style-type: none"> <li>• Hiring and cross-training agents nurtures abilities and understanding</li> </ul>	Mastering a Craft <ul style="list-style-type: none"> <li>• Agents become goal-centered and technically skilled</li> </ul>	Going Pro <ul style="list-style-type: none"> <li>• Expert agents boost resilience and emotional intelligence</li> </ul>
Processes	Compliance <ul style="list-style-type: none"> <li>• Build performance baselines and KPIs</li> <li>• Design policies and procedures</li> </ul>	Assessment <ul style="list-style-type: none"> <li>• Review agent interactions</li> <li>• Track service grades</li> </ul>	Quality Assurance <ul style="list-style-type: none"> <li>• Validate contact quality</li> <li>• Monitor customer and employee satisfaction</li> </ul>	Productivity <ul style="list-style-type: none"> <li>• Streamline workflows</li> <li>• Automate repetitive tasks</li> <li>• Use AI for predictive insights</li> </ul>



# About GoTo Contact Center

GoTo Contact Center is a robust, cloud-based contact center software hub purpose-built for the flexibility and affordability that growing business require. The GoTo team has the experts you need to find the ideal contact center solution for to keep your business in growth mode for years to come.

**Contact our GoTo experts to learn more.**

**Contact Sales**

