Performance Improvement Services For Customer Contact Operations

copc®

COPC Inc. Can Help.

We are the industry leader in driving performance improvement in customer contact operations. *This is all we do*. Since 1996, we have helped organizations in more than 70 countries gain significant and lasting improvements in their contact centers and vendor management organizations (VMOs).

We have a proven approach to help you:

- Increase customer satisfaction

- Reduce operational expense

- Generate revenue

- Improve service and quality

We have conducted more than 1,600 assessments globally and have seen every kind of operational issue. As a result, we have a proven process that reduces the time required to implement change in your organization, driving significant and sustained performance improvement.

When you work with COPC Inc., you can be confident that we understand your business and know how to solve your problems.

Do You Have These Challenges?

- You want to improve customer satisfaction (CSAT) or reduce dissatisfaction (DSAT), but have not achieved the results you are seeking

- You need to improve a key operational process such as workforce management, quality or recruiting/hiring/training

- Your budget is shrinking, but you still need to improve CSAT, revenue, sales or another key metric

- You do not know how your contact center operation compares to world-class organizations

Review. Improve. Results.

We are relentlessly focused on improving the performance of your operation. Our team of experienced consultants will quickly assess your organization, provide an action plan to close the gaps and work side-by-side with you to implement solutions that will drive improvements long after our engagement ends.

REVIEW

• Conduct a gap analysis of your operation compared to high-performing organizations

• Provide a prioritized list of actionable recommendations

IMPROVE

• Implement high ROI activities to close the gaps and improve performance

• Work side-by-side with you to implement the right solution and transfer knowledge

RESULTS

• Sustainable performance improvement in customer satisfaction, service, quality, cost and revenue

• Verified results that generate a substantial ROI

Our Expertise & Scope

We are the experts in driving improvements in customer contact operations and have helped hundreds of corporations worldwide. We will work with you to develop and implement the right solution for your organization:

- • 50 consultants in 22 countries
- • Engagements are led by consultants with an average of 21 years of experience
- • Operations in North America, Europe, Middle East, Asia, Latin America, India and Japan

Proven Results

Our clients typically experience the following results from their work with us:

- • Increase sales by 30 percent
- • Improve customer satisfaction by 10 to 15 points
- • Reduce operational costs by 10 to 30 percent
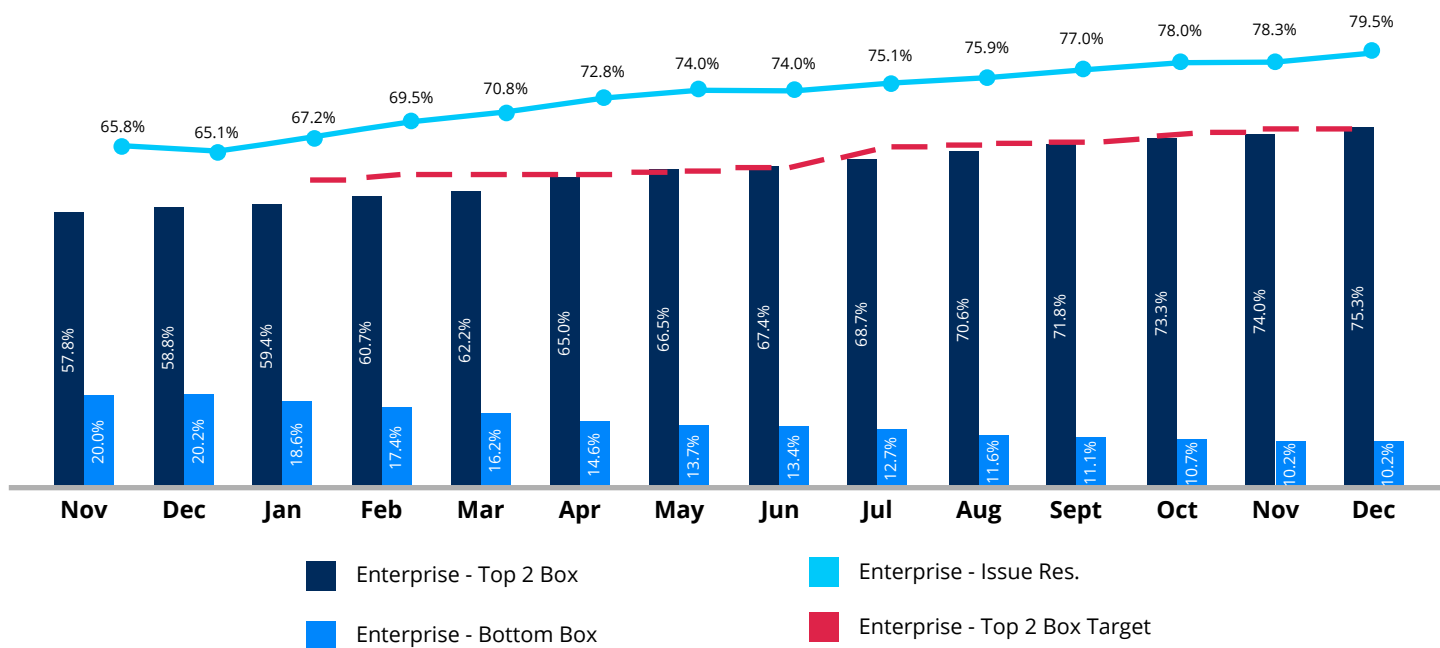
Performance Improvement Success Story

Review — A leading U.S. telecommunications provider has a customer service operation with 35,000 contact center agents and 2,000 managers. The company was experiencing poor customer care, and the contact centers had no accurate way to measure CSAT or call resolution results. The company also was having issues with inconsistent delivery of customer service across its various sites.

Our team conducted a COPC® Baseline Assessment of the client's operational processes compared to the COPC Customer Experience (CX) Standard for Customer Service Providers (CSPs), and reviewed vendor management activities compared to the COPC CX Standard for Vendor Management Organizations (VMOs).

Improve — Following these assessments, the team provided recommendations to improve the quality and CSAT process and resolve systemic issues impacting call resolution. The team also conducted COPC® High Performance Management Techniques (HPMT) Training for 2,000 management-level staff.

CSAT Enterprise Level Performance

Legend:
- Enterprise - Top 2 Box
- Enterprise - Bottom Box
- Enterprise - Issue Res.
- Enterprise - Top 2 Box Target

Issue Res. line values: Nov 65.8%, Dec 65.1%, Jan 67.2%, Feb 69.5%, Mar 70.8%, Apr 72.8%, May 74.0%, Jun 74.0%, Jul 75.1%, Aug 75.9%, Sept 77.0%, Oct 78.0%, Nov 78.3%, Dec 79.5%

Top 2 Box bar values: Nov 57.8%, Dec 58.8%, Jan 59.4%, Feb 60.7%, Mar 62.2%, Apr 65.0%, May 66.5%, Jun 67.4%, Jul 68.7%, Aug 70.6%, Sept 71.8%, Oct 73.3%, Nov 74.0%, Dec 75.3%

Bottom Box bar values: Nov 20.0%, Dec 20.2%, Jan 18.6%, Feb 17.4%, Mar 16.2%, Apr 14.6%, May 13.7%, Jun 13.4%, Jul 12.7%, Aug 11.6%, Sept 11.1%, Oct 10.7%, Nov 10.2%, Dec 10.2%

Results:

- Improved issue resolution by almost 15 points
- Reduced incoming call volume by 12 million calls
- Increased CSAT by nearly 20 points
- Decreased DSAT by half
- Saved $53 million in operational expenses

Within one year of implementing our recommendations, our clients routinely achieve a 2X to 5X return on investment.

About the COPC Customer Experience (CX) Standard

All of our work at COPC Inc. is based on the **COPC Customer Experience (CX) Standard**, which provides guidelines and best practices for managing and improving the performance of your customer experience operations. Major brands worldwide rely on the COPC CX Standard for their customer experience management program.

The COPC CX Standard began 25 years ago when call center industry leaders saw a need for structured processes and measurements that customer service providers could use to deliver consistently high performance in their contact centers. This group of leaders, now called the COPC Standards Committee, developed the first version of the COPC CX Standard in 1996.

The COPC Standards Committee meets twice a year to review the industry, the marketplace and input from users of the Standard. They review and revise the COPC CX Standard, ensuring the guidelines meet changing consumer behaviors and expectations. Over time, this Standard has expanded to include versions that address other audiences, such as outsource service providers (OSPs) and vendor management organizations (VMOs).

The latest version of the COPC CX Standard is Release 7.0, with new specialized editions for Customer Operations and Contact Centers. Release 7.0 introduces improved management of the customer's service journey, as well as several other notable changes that will significantly impact the contact center industry.

Which COPC CX Standard is best for your Organization?

- COPC CX Standard for Contact Centers, Release 7.0

- COPC CX Standard for Customer Operations, Release 7.0

- COPC CX Standard for Vendor Management Organizations (VMOs), Release 6.1

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

Learn more at **copc.com**