

ECCCM X

Briefing business case

Inge Vissers- Jan Smets – 2016



A Course with a Mission

Briefing Business Case
Expert Class
Contact Center Management

Begin with the end in Mind

the end

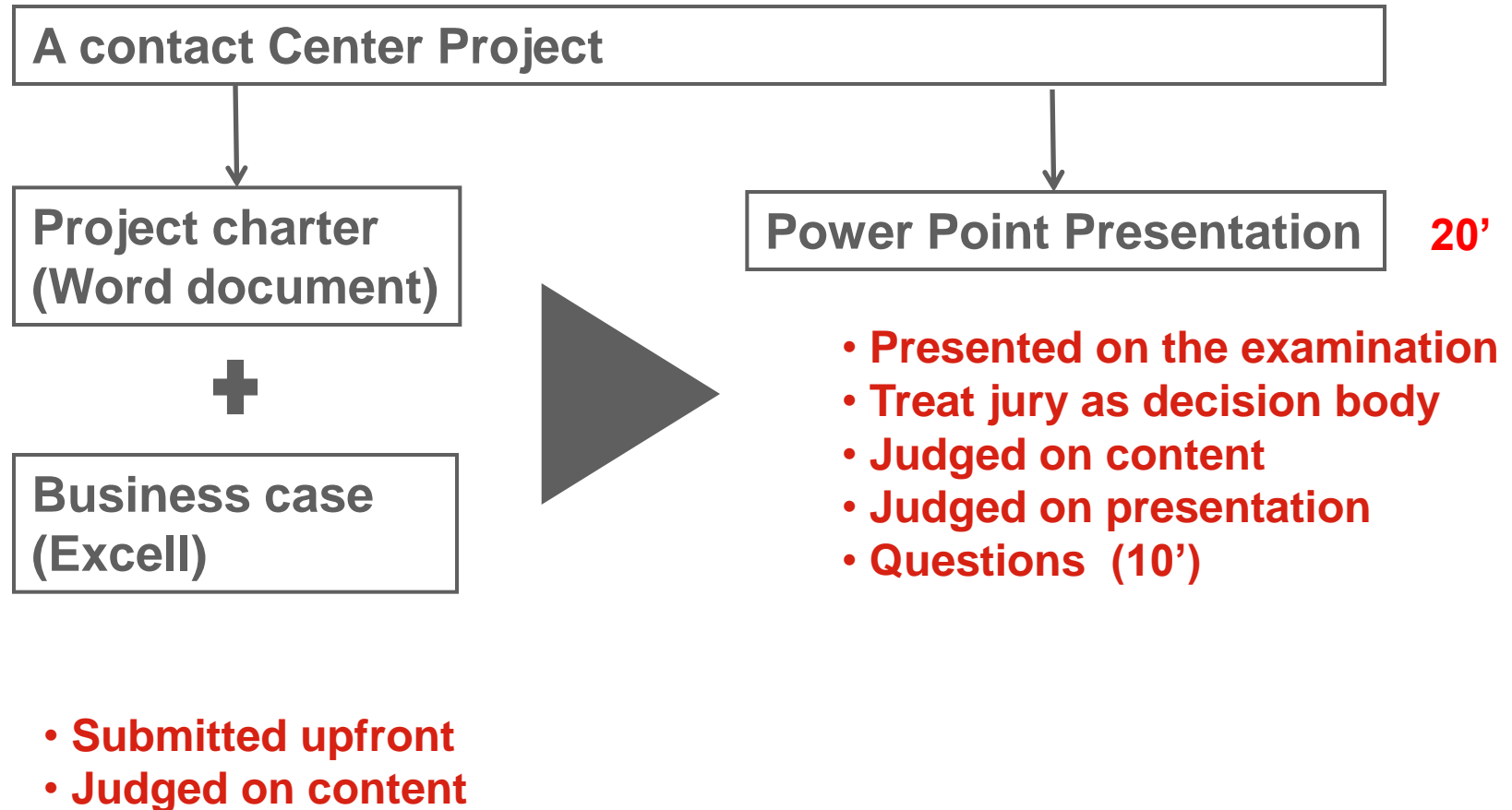


The End = business case

Show the jury that:

- You have mastered the subjects
- See the bigger picture
- You know how to apply it & make a difference
- You are able to sell it

The business case: setup



The business case: setup

A contact Center Project

A project “from – to”:

- Startup
- Optimization
- Implementation
- Outsourcing

Project charter
(Word document)

Business case
(Excell)

Power Point Presentation

- Sell the idea
- You are in driving seat
- Include the business case
- Respect timing !!!

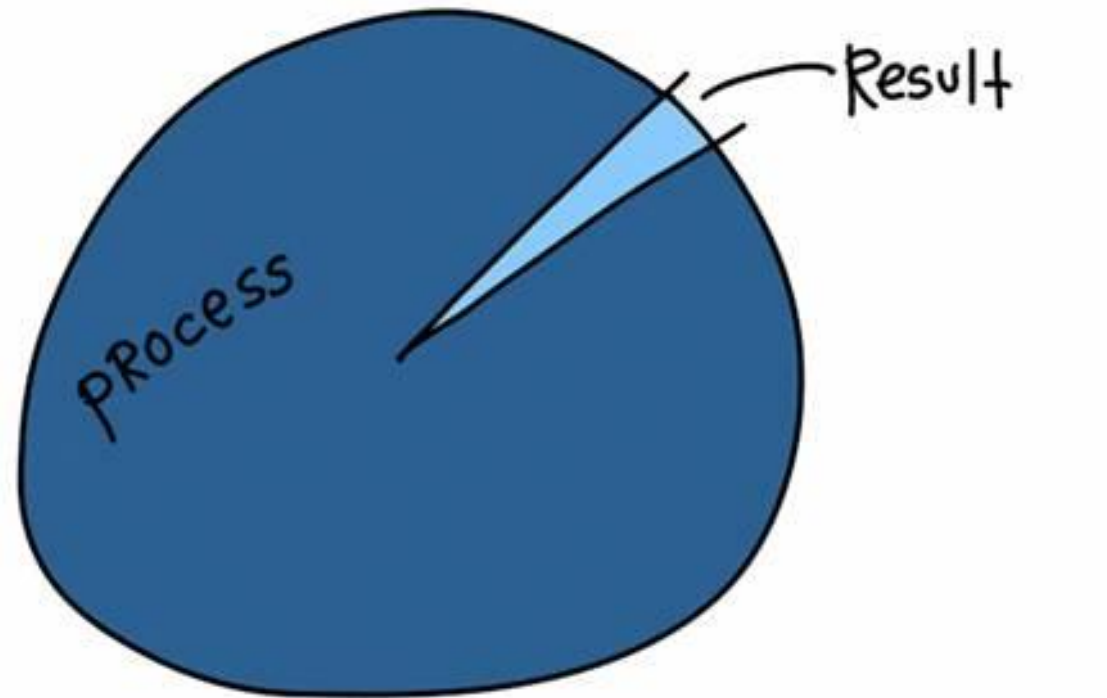
- Use your own company's format, or use ECCCM template
- Let the operating model be your guide, but not your straightjacket
- Build it gradually, in function of content expertise acquired
- Be strict on quality, and on details
- Start on time !!!

The project Charter

Suggestions for content build up

1. Situation	Company context, position CC, history
2. Complication	Why is status quo not an option
3. Question	So what is the business challenge ?
4. Project desc.	What exactly will you do, to solve the issue?
5. Objectives	Objectives, scope, impact, contribution
6. To be vs As is	Assumptions, operations, KPI's, risks
7. Planning	Planning and resources
8. Business case	Show me the money

GOOD LUCK



@gapingvoid