

ECCCM X

Briefing business case

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A Course with a Mission

Briefing Business Case
Expert Class
Contact Center Management

Begin with the end in Mind

the end

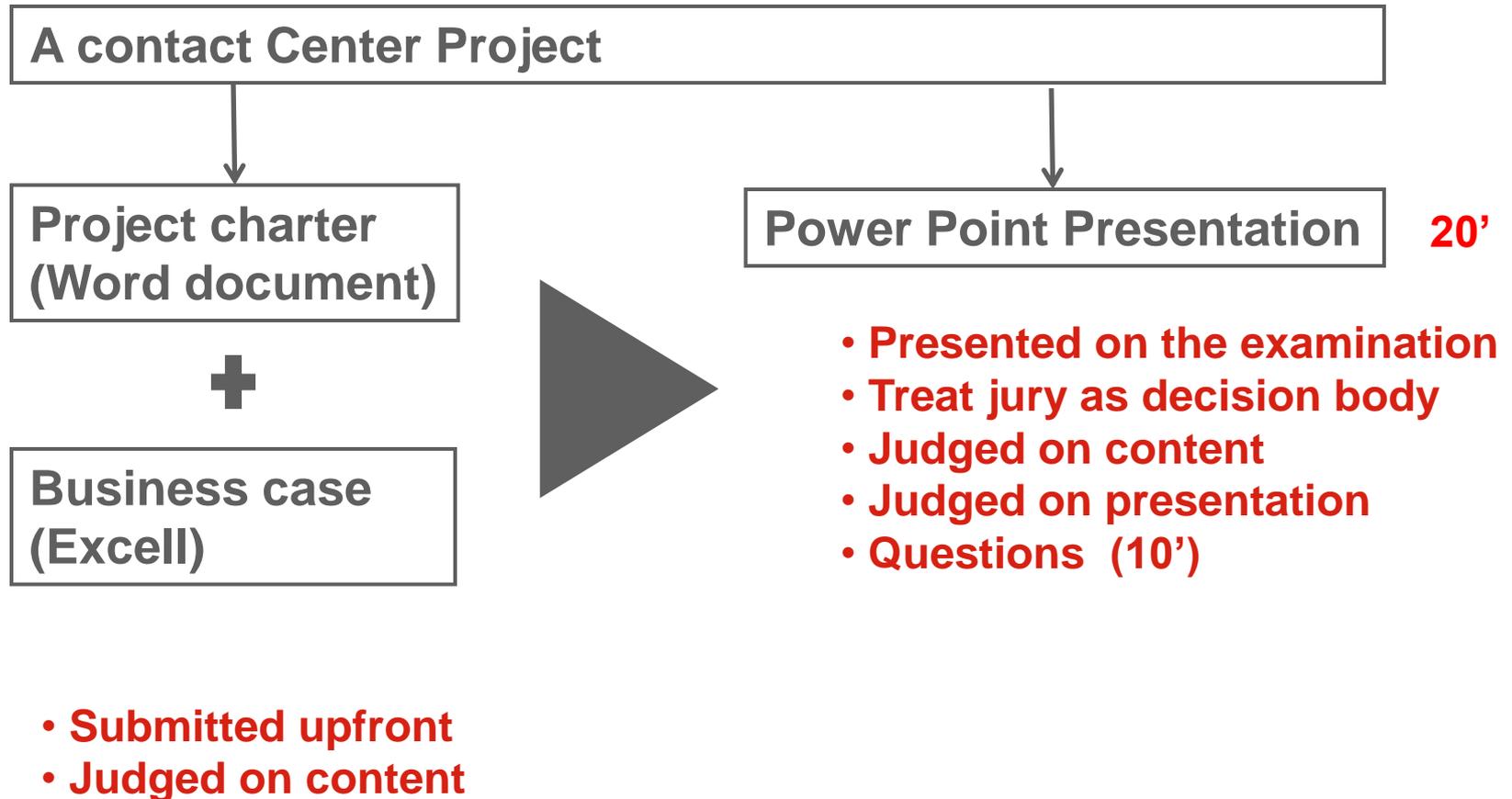


The End = business case

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 !!!

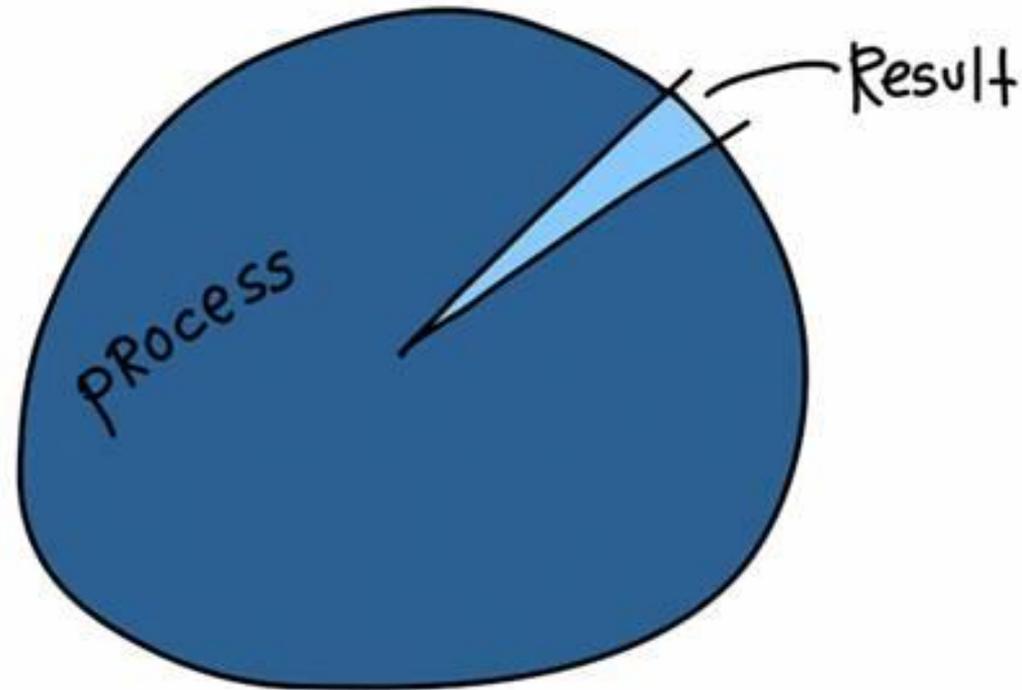
- Use your own company’s format, or use ECCCM template
- Let the operating model be your guide, but not your straightjacket
- Build it gradually, in function of content expertise acquired
- Be strict on quality, and on details
- Start on time !!!

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