

Elevator Pitch & Q40 (Fast Assessment)



QUIZ

QUIZ: Elevator Pitch & Q40

| | |
|---|--|
| 1 | Wat is een organisatie? |
| 2 | Wat kan je niet in cijfers uitdrukken? |
| 3 | Wat is een Elevator Pitch? |
| 4 | Wat betekent 'Urgency to Close the Gap, UCG'? |
| 5 | Wat zou een goeie reden zijn om aan UCG een hoge score te geven? |
| 6 | Wat is het verschil tussen plezant, interessant, nuttig, nodig, noodzakelijk en verplicht? |
| 7 | Wat doe je met een wegingscoëfficiënt? |

QUIZ

QUIZ: Elevator Pitch & Q40

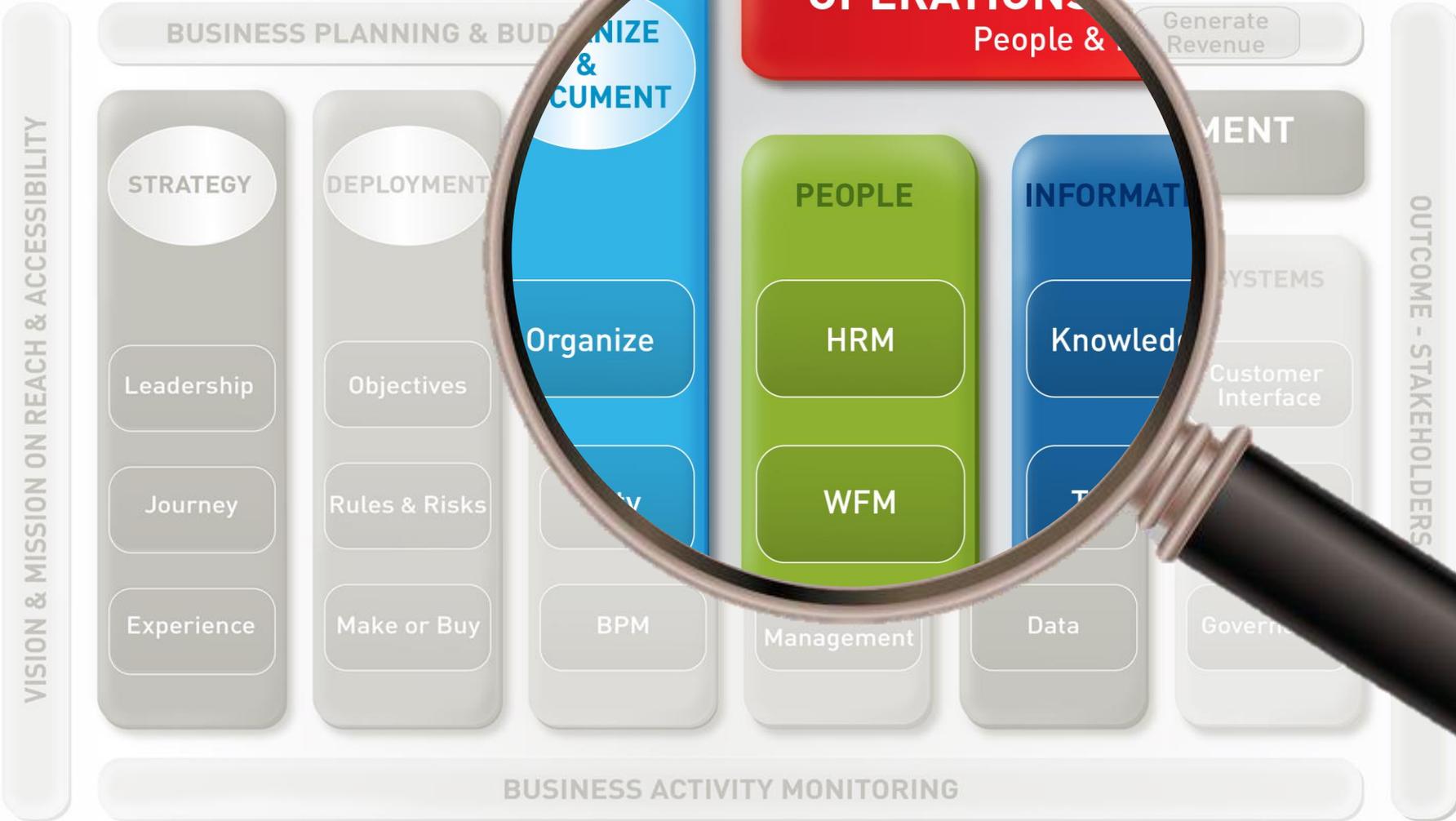
| | |
|---|---|
| 1 | Wat is een organisatie? EEN GROEP MENSEN |
| 2 | Wat kan je niet in cijfers uitdrukken? OMZEGGENS NIETS |
| 3 | Wat is een Elevator Pitch? TO THE POINT KOMEN IN EEN HALVE MINUUT EN EINDIGEN MET EEN NUTTIGE OPEN VRAAG |
| 4 | Wat betekent 'Urgency to Close the Gap, UCG'? DAT ER EEN GOEIE REDEN IS OM PRIORITEIT TE OVERWEGEN |
| 5 | Wat zou een goeie reden zijn om aan UCG een hoge score te geven? VOLDOENDE IMPACT IN LIJN MET DE STRATEGIE VAN DE ORGANISATIE |
| 6 | Wat is het verschil tussen plezant, interessant, nuttig, nodig, noodzakelijk en verplicht? DAT JE EERST MOET ZORGEN VOOR VERPLICHT, NOODZAKELIJK EN PLEZANT |
| 7 | Wat doe je met een wegingscoëfficiënt? EEN RELATIEF BELANG TOEKENNEN |



CONTACT CENTER OPERATING MODEL[®]

To get the most value out of your contact center

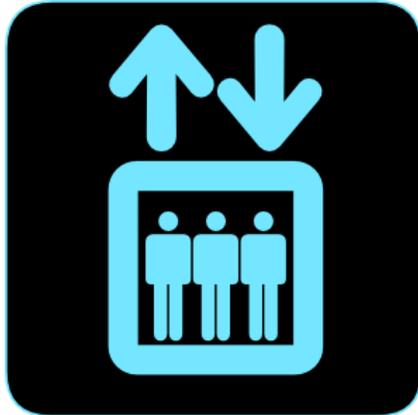
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De elevator pitch.

Your elevator speech should grab attention and say a lot in a few words. This speech should be so well crafted and applicable to any situation as it can act as an excellent introduction to others. You will need to refine it in order to be able to make it as powerful as possible. You also need to practice it over a period of time because the more you give it, the better it will become.



Who, what, how, achievement (goal)
Ends with an open ending question.

What do you do?



**What is your greatest
accomplishment?**

So what?

What is your idea/plan?



why?

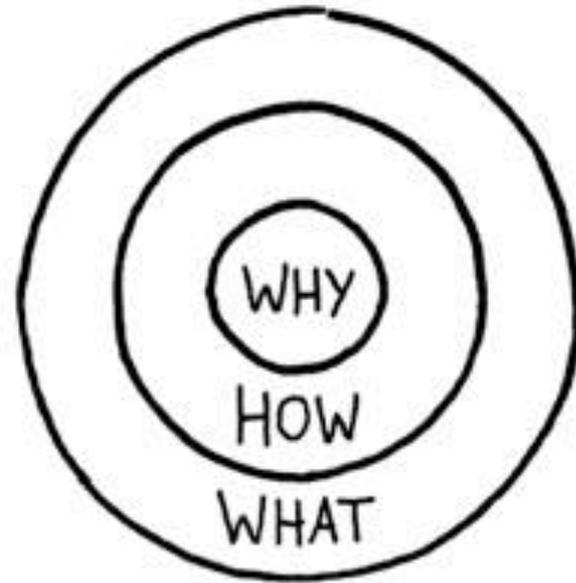
TED Ideas worth spreading*

**We assume that we know
Why we do what we do**

Simon Sinec



The Golden Circle



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What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

Elevator Pitch

- **Open unexpected**
- **Who are you?**
- **What are you doing?**
- **Why should I care?**
- **How are you doing it?**
- **Who are the people who can help you get there?**
- **What do you need from me?**
- **Elevator pitch ends with an invitation**
- **We are sloppy with customer contact**
- **THoCC – Level 4**
- **Create value**
- **Competitive advantage**
- **Level 4 methodology**
- **Customer contact stakeholders**
- **A promise to take it serious at least for 15'**
- **Go to free quick assessment**

Level4 Elevator Pitch

Level4 is een cloudbased toolset die organisaties helpt bij het optimaliseren van klantencontact via afstandskanalen. Telefoon en internet. Level4 kan als selfservice tool worden ingezet maar er zijn ook een infodesk, opleidingen, trainers en resultants waar vanop afstand of live beroep kan worden op gedaan. Iedereen kan met Level4 kennis maken via het gratis online fast assessment.

Wat kunnen wij voor u doen?

Wat zou u op dat vlak in de komende 24 maanden graag willen realiseren?



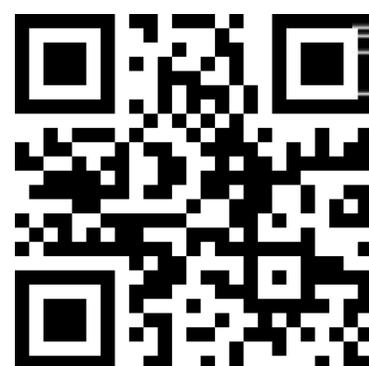




De THoCC Level4 methodologie heeft tot doel:

1. Het contact center te positioneren als 'value generator'.
2. Een structuur aan te bieden die acceptabel en aanvaardbaar is voor leidinggevenden op alle niveaus van de organisatie.
3. Een 'kapstok' te zijn voor processen, instruments, opleidings- en beheersinstrumenten. Consistent en consistent.
4. De positionering, bekendheid en het imago van contact centers te bevorderen.
5. ...





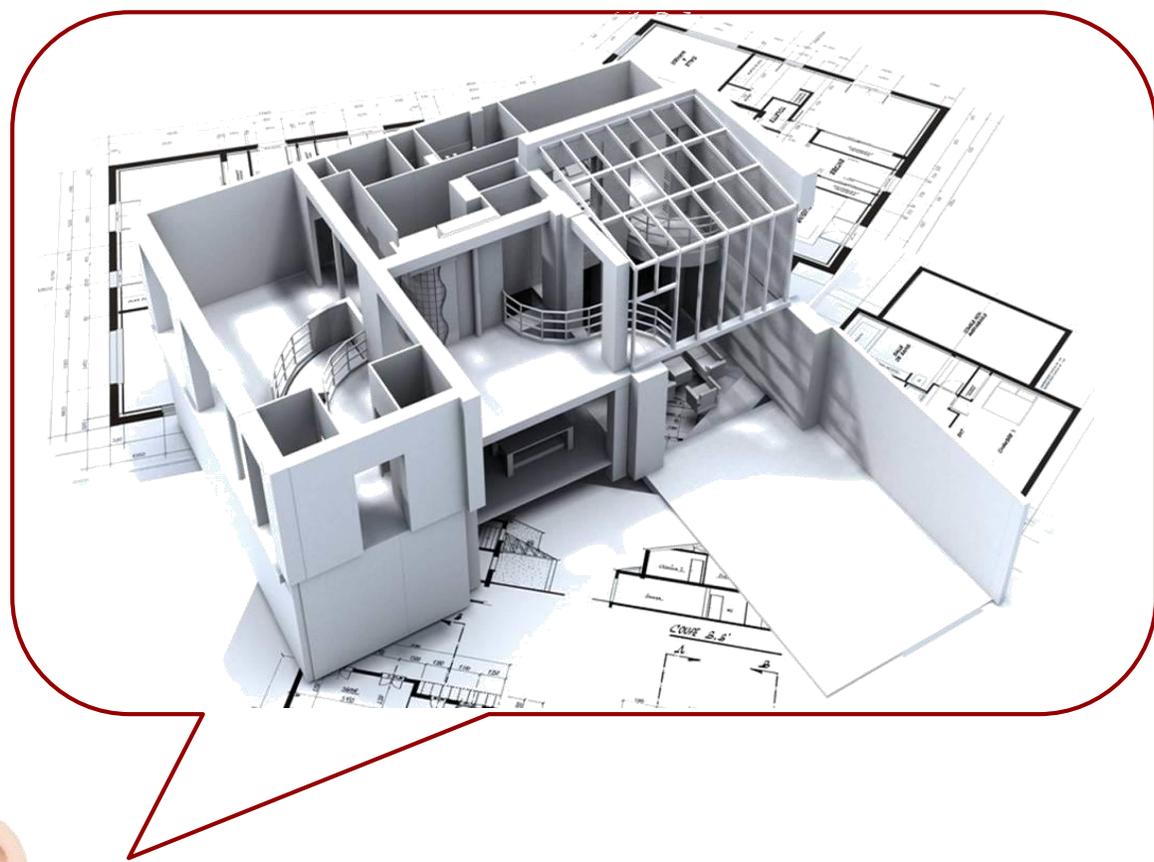
Planning

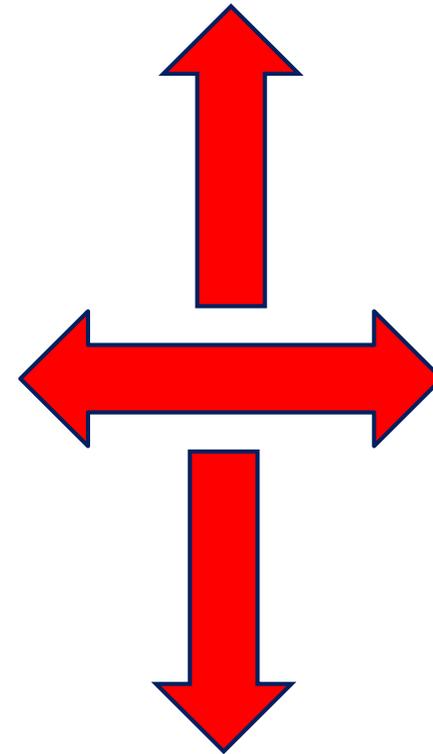
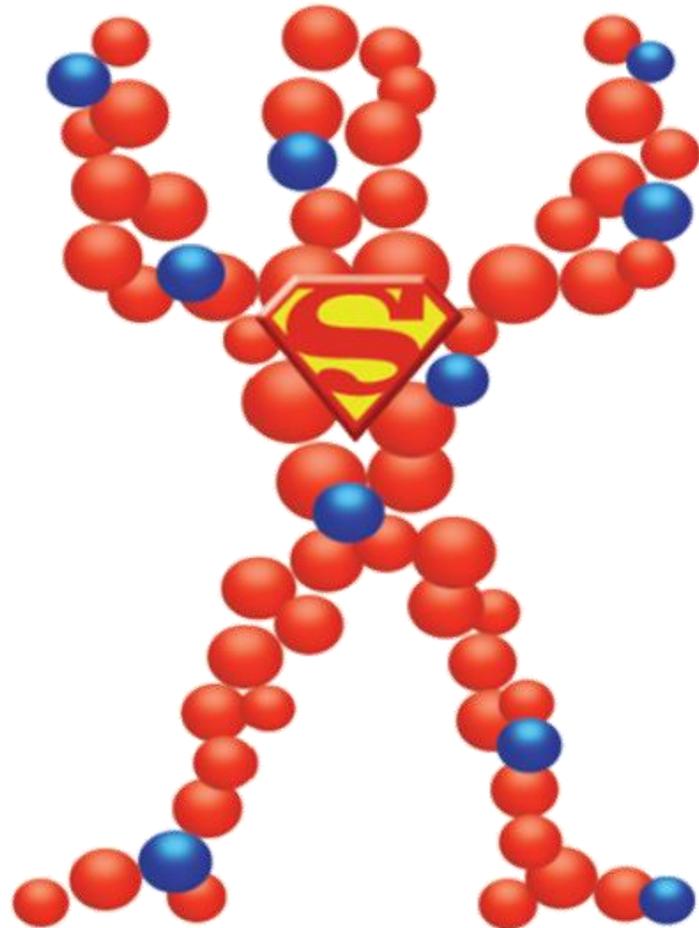
Applicaties



Data





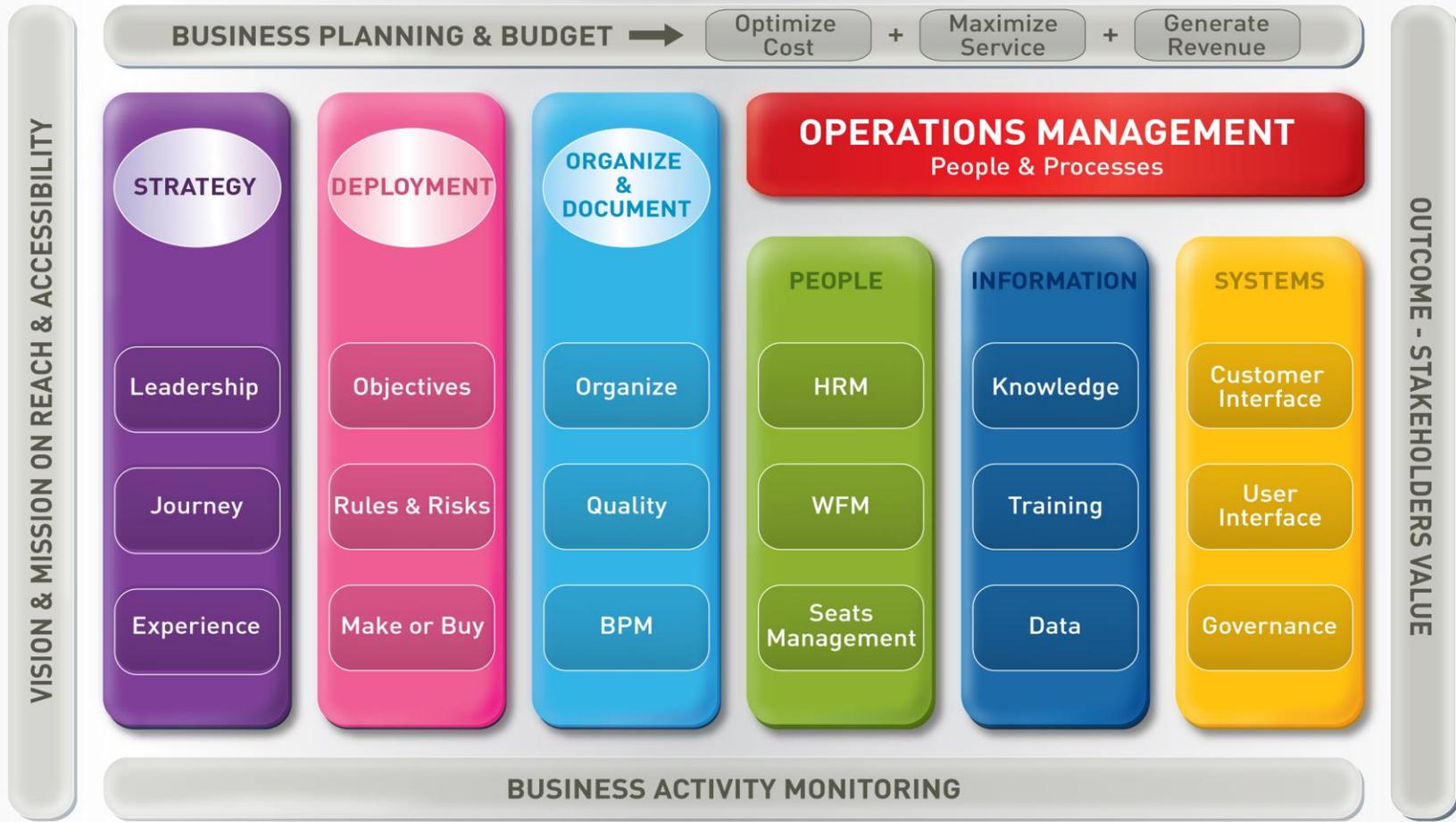




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To get the most value out of your contact center

3.0



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EC³M Q 40



Everyone draws a number from 1 to 40.

For the towed topic you give current & future state.

What's the pain?

What's the cure? → action plan

Peers challenge the cure.

Performance &
business
indicators

Team discusses about what the **business case** is?



Level 4 Fast Assessment



LEVEL 4 CC
*Quick
Assessment*

The organization has a solid and elaborated vision on high-quality accessibility for and reach of its customers, combined with a view on the outcome and the investments.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Develop and describe a solid and elaborated vision on high-quality accessibility for and reach of its customers, combined with a view on the outcome and the investments.

LEVEL 4 CC

*Quick
Assessment*

Contact center leadership has the right qualities to ensure the contact center's strategic role and strength within the company.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Engage leadership that has the right qualities to ensure the contact center's strategic role and strength within the company.

LEVEL 4 CC
*Quick
Assessment*

The entire customer life cycle has been mapped and the contact center has an ideal share in that cycle. All deployed channels are completely in tune throughout the entire organisation.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Map the entire customer life cycle and make that the contact center has the optimal share in that cycle. Make that all deployed channels are completely in tune throughout the entire organisation.

LEVEL 4 CC
*Quick
Assessment*

Both customer interaction procedures and tone of voice are aligned with customer strategy and brand identity of the organisation.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Make that all customer interaction procedures and tone of voice are aligned with customer strategy and brand identity of the organisation.

LEVEL 4 CC
*Quick
Assessment*

The contact center has its own business plan and budget, acknowledged and approved by related departments and higher management.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Develop the contact center business plan and budget, acknowledged and approved by related departments and higher management.

LEVEL 4 CC
*Quick
Assessment*

Implementation of the Contact Center Level 4 Roadmap is continuously monitored and if needed, adjusted.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Monitor continuously and, if needed, adjust the implementation of the Contact Center Level 4 Roadmap.

LEVEL 4 CC
*Quick
Assessment*

The business plan is submitted to reality checks and is adjusted when necessary.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

The business plan is submitted to reality checks and is adjusted when necessary.

LEVEL 4 CC

*Quick
Assessment*

The monitoring, analyzing and optimizing of costs is embedded in a well thought out procedure, always taking into account the objectives of the contactcenter as those of the entire organization

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Embed the monitoring, analyzing and optimizing of costs in a well thought out procedure, always taking into account the objectives of the contact center as those of the entire organization.

LEVEL 4 CC

*Quick
Assessment*

Through the feedback loop, the contact center is actively involved in the adjustment and/or optimization of company processes that impact the organisation's level of service.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Actively involve through the feedback loop, the contact center in the adjustment and/or optimization of company processes that impact the organisation's service levels.

LEVEL 4 CC
*Quick
Assessment*

The contact center succeeds in seizing commercial opportunities and/or in generating revenue?

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Focus the contact center fully on those activities that have the highest added value - and accompanying profits - for the organisation.

LEVEL 4 CC
*Quick
Assessment*

KPI's are derived from the strategic plan, cover several business aspects and are segmented according to activity or client group where necessary.

1 = Initial 2 = Repeatable 3 = Defined 4 = Managed 5 = Optimized

ACTIONS

Derive the contact center KPI's from the strategic plan, according to segmented activity or client groups where necessary.

LEVEL 4 CC
*Quick
Assessment*

The contact center is aware of all applicable rules and acts accordingly.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Make the contact center aware of all applicable rules and acts.

LEVEL 4 CC
*Quick
Assessment*

Potential risks for the contact center are regularly identified and managed.



ACTIONS

Identify and manage regularly (potential) risks for the contact center.

LEVEL 4 CC
*Quick
Assessment*

Sourcing choices are made in a justified way, with the highest possible added value to the contact center as a goal.



ACTIONS

Make sourcing choices in a justified way, with the highest possible added value to the contact center as a goal.

LEVEL 4 CC
*Quick
Assessment*

Roles and responsibilities within the contact center are complete, explicit and aligned. There is an ideal synergy with other departments as well.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Make roles and responsibilities within the contact center complete, explicit and aligned. Make sure there is an ideal synergy with other departments as well.

LEVEL 4 CC
*Quick
Assessment*

Teams and activities are organised based on an optimal balance of reachability, occupancy rate, training effort and quality.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Organise teams and activities based on an optimal balance of reachability, occupancy rate, training effort and quality.

LEVEL 4 CC
*Quick
Assessment*

Quality is monitored through an integrated process and improvements are a structural component of activities.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Monitor quality through an integrated process.
Make quality improvements a structural component of activities.

LEVEL 4 CC Quick Assessment

Quality is monitored through an integrated process and improvements are a structural component of activities. The contact center activities are based on documented processes.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Map and document all contact center activities.

LEVEL 4 CC
*Quick
Assessment*

Both quality and productivity of employees are sufficiently monitored, which contributes to structural improvements.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Monitor both quality and productivity of employees sufficiently. This contributes to structural improvements.

LEVEL 4 CC

*Quick
Assessment*

Employees are coached individually in order to achieve optimal performance and (customer) satisfaction.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Coach employees individually in order to achieve optimal performance and (customer) satisfaction.

LEVEL 4 CC
*Quick
Assessment*

The contact center has insight into and influence on the entire customer experience, also in case of escalations.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Give the contact center insight into and influence on the entire customer experience, also in case of escalations.

LEVEL 4 CC
*Quick
Assessment*

Operational performance is monitored and reported.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Monitor and report operational performance.

LEVEL 4 CC
*Quick
Assessment*

The process which allows employees to independently close transactions with clients is under control and in line with the business objectives in this process.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Control the process which allows employees to independently close transactions with clients in line with the business objectives in this process.

LEVEL 4 CC

*Quick
Assessment*

Specific or new activities are well prepared, communicated in a timely manner and are optimally integrated with business as usual.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Prepare specific or new activities well and communicated them in a timely manner and integrate them optimally with business as usual.

LEVEL 4 CC
*Quick
Assessment*

There is a healthy exchange of information with marketing & sales.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Ensure a healthy exchange of information with marketing & sales.

LEVEL 4 CC
*Quick
Assessment*

The contact center has a precise role in the retention and winback of customers.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Ensure that the contact center has a precise role in the retention and winback of customers.

LEVEL 4 CC
*Quick
Assessment*

Sales opportunities and lead generation are adequately explored and optimally exploited.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Explore sales opportunities and lead generation adequately and exploit optimally.

LEVEL 4 CC

*Quick
Assessment*

The contact center is a full fledged and professionally organised sales channel.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Ensure that the contact center is a full fledged and professionally organised sales channel.

LEVEL 4 CC

*Quick
Assessment*

There is a well-documented procedure for the submission and handling of questions, which makes the process as smooth and pleasant as possible for the customer.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Organise a well-documented procedure for the submission and handling of questions, which makes the process as smooth and pleasant as possible for the customer.

LEVEL 4 CC
*Quick
Assessment*

There is a well-documented procedure for the submission and handling of complaints, which makes the process as smooth and pleasant as possible for the customer.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Organise a well-documented procedure for the submission and handling of complaints, which makes the process as smooth and pleasant as possible for the customer.

LEVEL 4 CC
*Quick
Assessment*

Due to good interaction with the finance department, the contact center is able to collect debt independently.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Enable the contact center to collect debt independently due to good interaction with the finance department.

LEVEL 4 CC
*Quick
Assessment*

The contact center is actively involved in the entire HR journey of its employees.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Involve the contact center actively in the entire HR journey of its employees.

LEVEL 4 CC
*Quick
Assessment*

The available workforce (human assets) is optimally deployed.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Deploy the available workforce (human assets) optimally.

LEVEL 4 CC
*Quick
Assessment*

There is an overall information flow throughout the company, allowing information to reach the contact center easily.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Ensure an overall information flow throughout the company, allowing information to reach the contact center easily.

LEVEL 4 CC
Quick Assessment

There is a training program containing both content as skill training. This program is continuously evaluated and adjusted.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Organise a training program containing both content as skill training. This program is continuously evaluated and adjusted.

LEVEL 4 CC
*Quick
Assessment*

Contact center employees are provided with sufficient and accurate data and contribute to data quality if necessary.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Provide contact center employees with sufficient and accurate data and contribute to data quality if necessary.

LEVEL 4 CC
*Quick
Assessment*

All customer touchpoints are optimally organised in order to instantly reach the best fit employee.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

5 = Optimized

ACTIONS

Organise all customer touchpoints optimally in order to instantly reach the best fit employee.

LEVEL 4 CC
*Quick
Assessment*

The tools used by employees are organised in a way that enables employees to work as efficiently and accurately as possible.

1 = Initial

2 = Repeatable

3 = Defined

4 = Managed

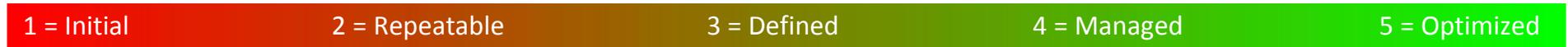
5 = Optimized

ACTIONS

Organise the tools used by employees in a way that enables employees to work as efficiently and accurately as possible.

LEVEL 4 CC
*Quick
Assessment*

Business procedures are all supported by high-performing, integrated and contemporary systems.



ACTIONS

Support all business procedures by high-performing, integrated and contemporary systems.

<https://www.youtube.com/watch?v=98WIZJqscVk>

<https://www.youtube.com/watch?v=GqsWKaR9Q6M>

<https://www.youtube.com/watch?v=uyxfERV5ttY>

https://www.youtube.com/watch?v=u4ZoJKF_VuA