



Contact Center Development Model

Understand the current state of your contact center and take an accelerated approach to optimizing its future state capability

Customer behavior and business models continue to rapidly change as part of the digital revolution; forcing the evolution of the contact centre as they remain an integral component of many organisations customer experience delivery

Consumers and clients increasingly prefer the speed and flexibility of digital interactions and the deployment of technologies such as automation, AI interfaces, and advanced analytics are increasing at a steady rate.

This has profound implications for the way in which organizations source new skills and how they deploy technology to deliver and manage fully integrated omnichannel customer experiences.

Your organization's contact center remains a vital touchpoint for customer interactions and experiences within your business.

To deliver a great customer experience your contact center needs to:

- be aligned to your organizations strategic goals
- become an integrated and effective customer interaction management hub
- be able to adapt and deliver a consistent service across multiple contact channels
- continue to provide the human touch through a continued omnichannel landscape
- deliver mutual value to both your business and your customers

NTT's Contact Center Development Model

The Contact Center Development Model (CCDM) helps organizations understand their current contact center capabilities and map a required future state. The CCDM provides a practical, strategic transformation planning approach that assesses a contact center's competence and capability against a set of operational and strategic criteria.

The Model was developed to allow organizations to create their maturity roadmap, identify priorities, projects, and initiatives to help achieve their future business outcomes.

The model also assists in identifying your strengths and weaknesses by measuring the current state of your contact center against a set of maturity standards. We then develop a single, unified plan for transformation. The CCDM creates a consensus view of the capability and aspiration of your organization's customer focused operations, aligning broad functional viewpoints and requirements.

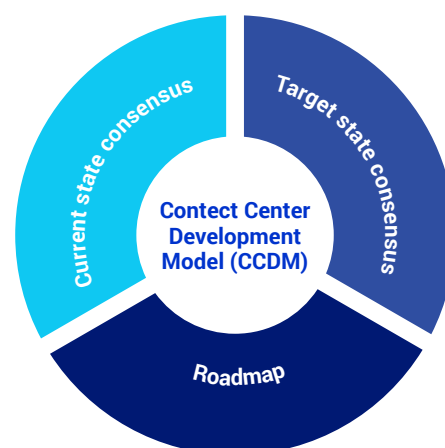
Contact Center Development Management cycle

The model is a strategic process that cycles through the critical reflection development.

The Contact Center Development Model is completed through facilitated, highly interactive workshops, which identify the 'current state' (of your operations) and the required future 'target state'. A timeframe will be agreed to determine the length of the transformational journey.

Key outcomes include:

- Consensus across business functions
- Identify future state position
- Transformation roadmap
- Actionable Blueprint for projects and initiatives
- Fast track approach to transformation planning.



How does the Model work?

The Contact Center Development Model is a facilitated highly interactive workshop-based process, which allows discussion and learning regarding individual competencies.

Six operational and six strategic competencies are measured to arrive at a comprehensive assessment:

- The operational criteria describe the different competencies in contact centers required on a day-to-day basis.
- The strategic criteria describe the role of the contact center as a delivery platform for the organization's customer experience objectives.

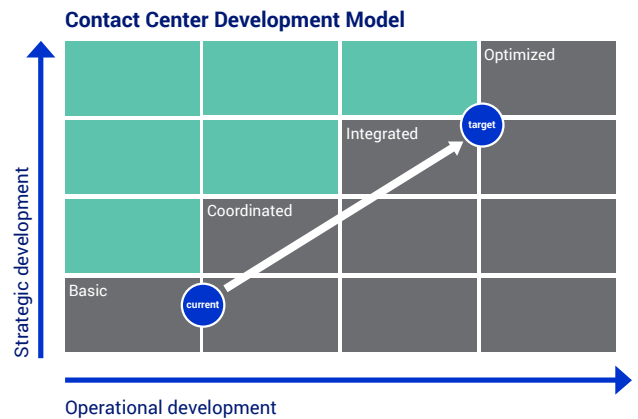
Once your competencies maturity levels have been agreed, the model will be able to plot your contact center against one of the following development stages: Basic, Coordinated, Integrated, or Optimized. This helps you understand where you are from a maturity perspective and where you aspire to be in the future.

The process to create a prioritized list of projects and initiatives to achieve your desired 'target' state is typically a two-day workshop involving broad senior stakeholders from customer experience, customer service, sales, HR, IT, finance, marketing, and digital channel management.

Contact center industry and best practices captured from our Global CX & Contact Center Benchmarking Report are provided, along with our experience gained from over 200 contact centers that have completed the model over the last 20 years.

Outputs are focused on where your operations are at present, the level you would realistically like to achieve in the future, and the transformational journey required to achieve these outcomes. Critically this approach provides a transformational blueprint of the defined actions and activities required to develop your contact center.

Operational	Strategic
1. Management	1. Customer Management
2. People	2. Customer Experience
3. Process	3. Business Integration
4. Technology	4. Architecture
5. Information	5. Customer Insight
6. Reporting	6. Strategic Value



Benefits of the Contact Center Development Model:

- accelerated approach to transformational planning
- insight into your organization's performance relative to your competitors
- understand the interdependencies within the organization and your contact center
- gain broad business consensus for change
- create an actionable blueprint for transformational change
- identify the changing interoperability of employees, technology, CX, and customer behavior
- develop a prioritized list of projects and initiatives to achieve your desired business outcomes

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Why NTT?

- **Investment in CX:** We employ over 750 dedicated customer experience and contact center experts around the world.
- Our contact center business has over 7,000 people delivering bespoke outsourcing solutions.
- The solutions we've deployed enable over 7 billion customer interactions each year
- Trusted delivery capability: 700 Clients globally with over 100,000 seats.
- Leading multivendor partnerships: Highest levels of certifications with the industry's leading technology partners.
- We've been delivering 'as-a-service' contact center solutions to our clients for over 10 years.
- **Historical Insight:** We've published 21 editions of the CX Global Contact Center Benchmarking Report – the most prominent contact center industry report in the world.
- **Market citizens:** 34 Years of leadership transformation and innovation.
- Contact our advisory services team to develop a CX strategy - enabled by the right technology - that works for your customers and delivers business results.
- We're the only global customer experience and contact center expert in the Gartner COPS Magic Quadrant to achieve expert status certifications with the industry's leading technology partners.

The digital revolution continues to drive the most **radical change in the contact centre industry in the last 30 years.**