



## FACT SHEET

# Contact Center Activity Based Management

*Major Oak Consulting's ABM program puts the foundation in place for your organization to realize significant and sustainable long term improvements with a 2:1 ROI*

### TECHNOLOGIES:

- Call center technology
- Infrastructure
- Network and internal call routing strategies
- Multi-skilling
- Call and work blending
- IT design
- Telecommunications hardware
- Voice and data networks
- Back end systems
- Software applications
- VoIP communications
- ACDs and IVRs
- Speech / data / text analytics
- Customer relationship management (CRM)
- Workforce management (WFM) and workforce optimization (WFO)
- Data warehousing
- Knowledge management systems
- Quality management (QM)

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Leveraging more than 15 years of front and back office experience, Major Oak Consulting has helped hundreds of clients increase employee productivity, reduce cost and improve transactional quality through the implementation of a tailored Activity Based Management (ABM) system. Until you can accurately measure the performance of your agents in an effective and systematic way, you will forever be sub-optimized. The days of measuring performance based on average handle time (AHT), occupancy or calls per hour are long gone. The modern, multi-channel contact center requires a much more comprehensive view of agent performance, one that integrates all components of the workday into a single normalized view creating an absolute picture of productivity regardless of media or work mix. Only then can the cost/service/quality be balanced; only then can you truly maximize your performance.

### A Disciplined Approach

The critical first two steps in the implementation of an ABM system are defining the work and establishing typical processing times (TPTs). TPTs can only be determined via side-by-side observations conducted by a combination of Major Oak consultants and your frontline leadership team. Once the work is well defined and the TPT for each activity is agreed to, the task of defining and ensuring access to the right data for each activity begins. Following system installation, we will provide comprehensive training and counsel to ensure each member of the leadership team (from the frontline to the executive level) has a sound grasp on ABM concepts and management techniques. This final step is where results are achieved. The design and implementation of ABM systems is a core competency of the Major Oak Consulting team.

### Focused on Bottom Line Results

With hundreds of successful partnership engagements to our credit, we have found a typical implementation to deliver the following results:

- Agreement by all levels of leadership and staff as to work definition, processing steps, best practices and work standards (i.e., TPTs)
- Streamlined processes, implementation of quick hit process improvements, increased throughput, reduced average speed of answer and improved quality
- Re-focusing of leadership team time and energy on performance management, coaching and training, and increased visibility of leaders on floor
- Fully integrating performance reporting bringing visibility to cost, quality and service for agents regardless of work mix, with executive level roll-up reporting
- Improved service, balanced performance and 2:1 ROI in year one