

Call Centre Start-Up Workshop

Initiating A New Call Centre Development Project

or

Call Centre Re-development Programme



An Internal Management Workshop structured to provide your organization with a sound framework on which to develop a new call centre or contact centre or to fully develop an existing operation. Personally facilitated by Rod Jones, an internationally recognized call centre specialist consultant.

OVER 75% OF ALL CALL CENTRE PROJECTS FAIL or fall far short of their purpose or seriously over-run their setup and operational budgets. In virtually all cases, **failure is caused through a lack of knowledge, a lack of professional advice and a lack of adequate planning.** This structured workshop will provide your organisation with a solid framework on which to initiate and 'score' your contact centre or call centre project.

By working through a series of well-proven checklists and methodologies your contact centre project team will be able to identify any additional information or knowledge requirements and be in a position to adequately assess the internal and external resources that will be needed during the critical project start-up phase.

Of equal importance, the workshop will clearly establish the critical roles and responsibilities of each member of the project development team. A Preliminary Project Plan with all important timelines and milestones will also be developed during this kick-off session.

TYPICAL TOPICS COVERED DURING A KICK-OFF WORKSHOP

- Assessing the business needs for a call centre or contact centre
- Developing the Business Model / Business Case
- Building the Operating Model
- Internal contact type auditing
- Examining the 'Outsource Option'
- Key Planning Issues
- Developing a 'Ten Point Project Programme'
- Project team structures
- Project Management Tools
- Developing Workstreams
- Business Process Mapping
- Human Resource Planning—Calculating numbers
- Site selection / Site Location issues
- Space planning and design considerations
- Aesthetics and ergonomics
- Planning for the technologies
- The Functional Requirements Specifications
- Financial modeling / Budgets
- Procurement Processes / Tendering / Evaluation
- Managing Vendor and Contractor relationships
- Staffing, job profiling and management issues
- Performance Management
- Planning for Quality Management
- Continuous improvement interventions

STRATEGIC OUTCOMES

- A common view of the potential role of Call Centre or Contact Centre within the organisation and the opportunity/ies that they can or do provide.
- An understanding of the issues and risks associated with fulfilling this/these opportunities.
- An understanding of what is involved in achieving a vision for a formal corporate call centre strategy.
- The formulation of working principles that would underpin such a call centre strategy.
- Draw high-level estimates relating to the cost of establishment and on-going operations and/or expansion of the proposed call centre.

Post Workshop Deliverables

- A clear and documented understanding of the current application/s of Call Centre within the organisation, including the need therefore and the expectations by management and various departments or divisions.
- A Definition of the Vision on the part of the participants, of the way forward for the company insofar as the development of / Call Centre principles and practices are concerned.
- A documented structure of investigative interviews that will take place within the client organisation indicating who will be involved for what purpose and over what timeframe. These interviews for important in-puts into the overall project definition. A schedule of such proposed meetings will be prepared.
- A documented statement of intent on the part of appropriate senior executives lending support to the objectives and desired outcomes of the project.
- A high-level indication of capital and operational costs and/or revenues that can be anticipated. Where appropriate, estimated cash-flow projections will be tabled in document form.



Your workshop facilitator, Rod Jones has over 35 years of operational and strategic consulting experience relating to Customer Service and Contact Centres

THE TYPICAL START-UP or DEVELOPMENT WORKSHOP 'PACKAGE'

- A one to two hour pre-workshop meeting with senior client executive to clearly establish procedures, protocols and outputs.
 - *If not practical, extended telephone discussions, Skype calls or teleconferencing with eMail correspondence*
- Preparation of workshop agenda and programme
- A two to four day* series of workshops on client's site and attended by key management. Facilitation by Rod Jones.
 - * 2 to 4 days depending on nature and scope of the project and the availability of information and senior management inputs.
 - *During this time additional interviews, sub-workshops, breakaway sessions, site inspections etc. may take place as appropriate.*
- Post workshop: One or more additional Rod Jones Group consultants, project managers, technical or financial experts or other specialists as may be brought into the project as required.
- Off-site: Preparation of all deliverables and documented outputs as will be agreed with Client during pre-workshop briefing.
- Post workshop Presentation to Client management of all documentation and recommendations and our quotation for on-going strategic consulting services.



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SOME OF MY CLIENTS



ROD JONES - YOUR WORKSHOP FACILITATOR & STRATEGIC ADVISOR



Your workshop facilitator, Rod Jones, is an internationally respected contact centre expert and veteran with almost 40 years of practical experience in the Direct Marketing, CRM, Customer Services and Call Centre industries. Recognised as a Thought Leader, Rod has served on the boards of numerous professional bodies including The Direct Marketing Association of SA (DMA) and the former Call Centre Networking Group (CCNG). Rod has acted on behalf of the South African national contact centre and BPO body, BPeSA as the overseeing judge in the 2005 and 2006 annual Contact Centre Awards. He was also a judge for the 2007 BPeSA National Contact Centre Awards. In 2006 Rod chaired a BPeSA sub-committee that played a part in developing the South African National Contact Centre Standards. Rod continues to serve of the SABS Technical Committee for Contact Centre Standards and he chairs the Standards Review and Development sub-committee. He served as the Founder Chairman of the Independent Contact Centre Consultants Association - ICCCA and continues to hold a place on the Board.

An accomplished public speaker, Rod regularly presents papers, seminars and workshops and corporate training on various aspects of strategic marketing, call centres, contact centres and customer relationship management. Rod is well known for his hugely energetic and humorous presentation style.

As a professional consultant he provides an extensive range of professional services concentrating on the strategic and planning issues of Customer Management, Call Centres and telephony marketing. His clients include a number of blue-chip South African companies and parastatal bodies as well as organisations in Ethiopia, Botswana, Kenya, Namibia, Uganda and the UK. Since the highly acclaimed Rod Jones MasterClass "World Class Call Centres : The Key Strategic Issues" was first presented in 2005, it has been attended in 13 countries by over 4,500 delegates.



"I help Decision-Makers to make Good Decisions about Call Centres"

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