

## **New Zealand Team delivers a world first for contact centre management**

*CustomerServicesAudit launches Snapshotz, a revolutionary self-audit tool developed specifically for the Customer Service environment. For the first time there is a formal, structured assessment process that can be consistently applied, time after time*

In the past, managers wanting to know how well their contact centres were performing had to rely on tools such as mystery shopping, technology reviews and benchmarking: all good tools that addressed different aspects. But there was no one tool that provided a consistent, repeatable, holistic view of what was happening. With Snapshotz all this changes. Managers can now capture, assess and compare the complex and interactive facets of business processes, technology and people in the customer service environment.

Developed over five years by New Zealanders, Deepak Selvaratnam, Vernon Lu and Feng Wu, the Snapshotz process is based on real-world experience in customer services across many industries and countries.

It combines consulting techniques and the rigour of functional audits, especially financial audits, with contact centre specific processes. The methodology has been researched and tested across inbound/outbound centres in both the private and public sectors.

Based on an online cloud computing/software as a service (SaaS) model, Snapshotz contains a comprehensive checklist of over 550 variables covering 8 main functional areas and divided into 29 subsections.

The eight main areas are:

- Corporate Objectives / Business Processes
- Customer Relationship Management
- Health & Safety / Staff Wellbeing
- Contact Centre Structure
- Recruitment / Career Development / Remuneration
- Training
- Internal Communications
- Operational Metrics (technology, quality, planning and objective setting)

The **Snapshotz Online** option allows you to complete your assessment online and get immediate feedback from Snapshotz reports. The reports, generated when the compulsory modules are completed, enable a detailed review of the centre and identify specific areas to address.

For those who prefer it, Snapshotz is available as an offline self-audit workbook. Snapshotz is also a valuable tool for planning, reporting, risk management, and training.

"The introduction of the Snapshotz workbook and online tool is great timing," commented Deepak Selvaratnam. "Centres are under pressure to perform - that's difficult to do when you have management measures that give you only part of the story. With Snapshotz, managers can get the full picture of the customer service environment in a consistent manner. It makes it easier to plan and monitor improvements"

CSA's vision for Snapshotz is that it becomes an international industry standard for measuring contact centre performance.

### **About the team**

Deepak has worked widely in marketing and major service centre environments, both in New Zealand and internationally. He has partnered government and international agencies such as the International Labour Organisation, as well as working with the private sector to develop management and workplace audit programmes. Vernon is an established management consultant, having refined his skills at Boston Consulting Group and McKinsey, and Feng is a successful software developer.

### **-Ends-**

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