



# UNIQ Consultancy Programs



**Do you find it hard to schedule shifts effectively and properly?**

**Don't you have a call forecasting model in place?**

**Do you have efficiency problems?**

**Do you want to know how to reach your accessibility targets (such as SL, ASA, etc.)?**

**Under the Operational Efficiency Program we shall carry out the following for your call centre through a detailed review and analysis:**

- Review forecasting models.
- Determine the workforce capacity and identify the approach and models for scheduling shifts.
- Assess real time monitoring models.
- Analyse shrinkage and use of existing resources.
- Create call forwarding strategies (structuring skills).
- Provide detailed information on growth plans and new technologies planned to be used.

In this program we shall carry out call forecasts for your organization using a detailed forecasting model (on a monthly, weekly, daily and interval basis) and accordingly calculate the resources required for the targeted Service Level. You will be able to manage your resources more effectively and increase your efficiency.

With this 4-week program, we shall offer you the following customized services:

- Create a forecast model for minimum one year on monthly, weekly, daily and interval basis.
- Calculate the resources required for the targeted "Service Level" and design shift schedules on daily and interval basis (including breaks and meals) accordingly.
- Propose recommendations and a list of areas for improvement in existing shrinkage data.
- Offer recommendations for effective use of existing human resources and technology (routing).
- Calculate required workforce (capacity) after establishing the areas for improvement.
- Submit 2 standard reports for monitoring operational data.
- Provide all procedures for planning management and call management.
- Prepare a presentation where all recommendations are shown in an "impact level" (low-medium-high) and "implementation rate" (slow-medium-fast) matrix.





**Is quality indispensable for your company?**

**Is customer satisfaction your core principle?**

**Do you believe that customer experience and the success of your company are directly proportional?**

**Under the 'Improving Customer Experience' program, we shall be performing the following to gain insight, set targets and determine our course of action:**

- Analyse strategies and plans for customer experience and engagement.
- Examine critical work processes which have an impact on customer experience.
- Assess current quality measurement and assessment methods.
- Conduct a detailed analysis of call monitoring and call evaluation methods and results (detailed review of forms, team and Agent based details, histograms, correlations with seniority).
- Check the existence of other quality performance indicators (such as FCR, NPS, CES, Csat, etc.) and conduct a detailed analysis of business results (correlation of quality assessment methods with one another).
- Conduct a customer focus readiness test to measure the ability of employees to build customer satisfaction and evaluate results in terms of business units and individuals.
- Ensure that employee engagement policies are understood.

With this program we shall determine the correct methods to measure customer experience and quality.

In addition, we shall help improve the methods that are currently in use.

**At the end of this 6 week program we shall:**



- Offer various to-be processes to replace existing flows that cause bottlenecks in customer experience.
- Propose new performance indicators and targets to replace those indicators which are presently inadequate to measure experience.
- Examine benchmark targets and realizations in the sector.
- Provide examples of best quality management practices.
- Redesign quality assessment forms for teams and various types of transactions and create your quality assessment guide.
- Specify qualitative and quantitative recommendations to be implemented in human resources based on the results of the customer focus readiness test.
- Design the quality management procedure.
- Prepare a presentation where all recommendations are shown in an "impact level" (low-medium-high) and "implementation rate" (slow-medium-fast) matrix.



**Do you want to set the right goals to manage your company properly?**

**Do you want to have everyone internalize your goals and assess and reward your employees using the right system?**

**Under the 'Goal and Performance Management' program we shall primarily:**

- Examine all targets under 6 main headings (Strategic, Human Resources, Quality, Accessibility, Efficiency, Income / Expenses).
- Determine deficient / inadequate criteria.
- Analyse in detail the rate of success in realizing targets against all criteria in terms of units, departments and individuals (histograms).
- Analyse current reports for monitoring goals.
- Perform a qualitative and quantitative analysis of the success of people in achieving goals.
- Find out the fundamental / principal reasons for not realizing the goals.

Within the context of this consultancy program, we shall be creating scorecards for the tasks being performed and implement the relevant bonus schemes. We shall prepare report formats allowing you to monitor your performance easily.

**With this 5-week program we shall:**

- Create scorecards for the tasks being performed and set up the relevant performance management system for all levels (Agent, Team Leader and above).
- Propose suitable weights and scales.
- Create bonus schemes on the basis of various units.
- Present basic situations and solutions for bottlenecks encountered in the realization of goals.
- Set KPIs to be followed at various levels.
- Create report formats for monthly, daily and real time monitoring of performance and inform you on how to use them.
- Prepare a presentation where all recommendations are shown in an "impact level" (low-medium-high) and "implementation rate" (slow-medium-fast) matrix.





**Do you want to retain your existing customers (dissuade customers from cancelling subscriptions) and capture new opportunities in incoming calls?**

**Do you find it difficult to set goals in revenue management?**

**Under the Sales and Revenue Management program we shall mainly;**

- Uncover sales and persuasion opportunities and upsell / cross-sell potential in incoming calls.
- Determine the success rate of assessment.
- Examine all types of calls such as tele-sales, persuasion over the phone, dissuading from cancelling, collections, etc.
- Assess current scripts, processes and work flows as well as offers provided to customers.
- Examine revenue management targets and the bonus scheme.
- Analyse the success rate in goal achievement against all criteria in terms of units, departments and individuals (histograms).
- Conduct a “revenue management readiness test” to measure the ability of employees to generate revenues.
- Perform a qualitative and quantitative analysis of the success of people in achieving goals.
- Review performance monitoring methodology and reports.

This consultancy package will help you draw the processes of persuasion, sales and collection as it is supposed to be. With the re-evaluation and revision of scripts, you will be able to improve sales competencies. Handling complaints will no longer be a complex process since you will have special phrases and their alternative versions to handle them. This new method will also allow you to optimize your performance management system and bonus scheme.

**With this 5-week program we shall:**



- Draw ‘to be’ process diagrams for persuasion, sales or collection.
- Re-write scripts or revise the existing ones to deliver the best results.
- Formulate special phrases and their alternative versions for handling complaints that are most frequently encountered by the organization.
- Revise or redesign the performance management system for individuals and the management level in order to generate or increase revenues.
- Propose the most suitable bonus scheme taking into account the company’s facts.
- Prepare a presentation where all recommendations are shown in an “impact level” (low-medium-high) and “implementation rate” (slow-medium-fast) matrix.





## Employee Development & Satisfaction

**Are you aware that your people are the main factor that builds Customer Satisfaction?**

**Are your Human Resources practices employee-oriented?**

**Is your approach to employee development sufficient to build sustainable success ?**

**Under the 'Employee Development and Satisfaction' program, we shall work together to carry out the following:**

- Examine in detail the current human resources and policies under the following headings:
  - Employer Branding
  - Employee Value
  - Working Environment
  - Success Phenomenon
  - Training Opportunities
  - Perception of Efficiency
  - Delegation of Authority
- Analyse in detail and establish those factors that adversely affect employee engagement and result in turnover.
- Compare the results of "customer focus readiness test" (which measure the ability of your people to build customer satisfaction), against your processes and business units and come up with solutions customized to your needs.
- Determine training and development opportunities which your company requires, shaped around customer satisfaction and employee satisfaction.

Within the context of this program, we shall help you develop employee oriented HR policies. With our programs for those people who play a critical role in improving your customer satisfaction levels, you will be able to measure the impact of the investment you make in your employees on your business results.

**With this 6-week program we shall:**

- Support your Human Resources processes with customer oriented and implementable models.
- Determine orientation, on-the-job and refreshment trainings and required programs to support both employee and customer satisfaction.
- Propose qualitative and quantitative recommendations to be implemented in human resources based on the results of employee satisfaction survey and customer focus readiness test.
- Prepare a presentation where all recommendations are shown in an "impact level" (low-medium-high) and "implementation rate" (slow-medium-fast) matrix.

