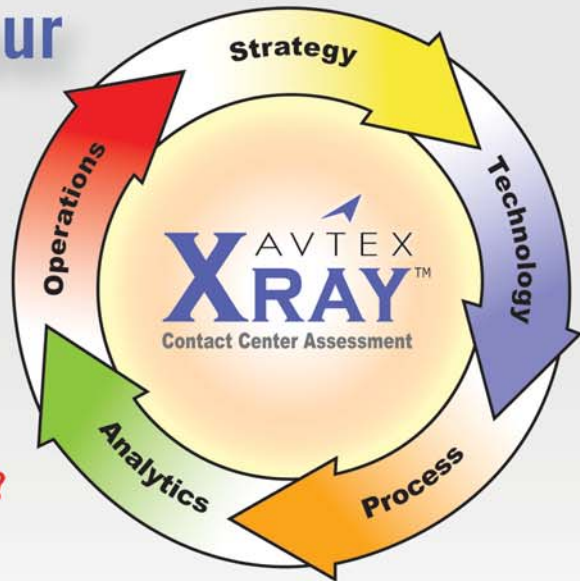


How healthy is your Contact Center?

Is your center plagued with high turnover and high costs?

Are multiple systems and unmanageable metrics raising your organization's blood pressure?



Avtex XRAY™ diagnoses and prescribes solutions which elevate your business to the next level!



The Avtex XRAY™

Process and Goals Overview

The Avtex XRAY™ Contact Center Assessment evaluates your current Contact Center environment against best practices along with your business goals in servicing your customers. The Avtex XRAY™ delivers both an assessment of the current environment and a set of recommended steps for improvement. These recommendations can span a wide array of areas, including operational efficiencies, better use of technology, improved metrics, or help to define long term strategy.

The size, scope and focus can vary depending on your organization, and may include an analysis of any or all of the following elements of your Contact Center:

- ◆ Operational
- ◆ Technical
- ◆ Tactical
- ◆ Strategic



Key steps of an Avtex XRAY™ include:

- ◆ Data Request and Review
- ◆ On Site Analysis
- ◆ Initial Evaluation
- ◆ Subsequent Analysis
- ◆ Follow-up Data Request
- ◆ Final Evaluation and Analysis
- ◆ Deliverable Development
- ◆ Final QA and Validation
- ◆ Presentation and Report of Findings



The goal of an Avtex XRAY™ is to provide your company with:

- ◆ An assessment of what your Contact Center does well, and opportunities for improvement. We assess the customer contact reality as it relates to your company's overall customer contact strategy and delivery of brand.
- ◆ A set of recommendations that are actionable, and lead to real, measurable improvements in your Contact Center.

The corresponding benefits to your company are:

- ◆ Clear steps you can take, whether near-term and long-term, to improve your Contact Center.
- ◆ Depending on scope and focus, strategies to improve customer relationship management, cost savings, increased customer service, revenue lift, or other more specific benefits such as reduced turnover, higher retention, growth in customer base, etc. In situations where we are making specific technology recommendations, we may also perform an analysis of return on investment.

**Schedule an Avtex XRAY™ for your Contact Center by
contacting an Avtex Representative at:**

1-800-323-3639

xray@avtex.com



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