



- **1. Strategy : a white paper with the three colours.**

- a. People Business : review approach of the contact center agent. The agent dies, the advisor is born.**

Situation today : **churn** in contact centers is too important, high costs of training, low quality of service. Result : client is not willing to pay for churn, training, low quality and low satisfaction.

Contact Center Business = **people business** : invest again in people in the long run. Get good people in and keep them in.

Good people, good training = quality of services rendered.

Clients are ready to pay for quality.

HR set-up is based on good-feeling and well-being of the advisor.

Increase of productivity by individual and group motivation.

The Customer Care College:

subsidized training academy which invests in training of advisors, teammanagers and client directors.

Train people through basic and advanced skill and product oriented training programs.



b. Technology.

In the Belgian market we see overloaded and oversized supporting divisions in contact centers:

capex and opex -figures are much too high. The contact center of the future is virtually organized in the cloud and stands for accessibility without restrictions through homeworkers, offshore and nearshore service. In order to be competitive we need to create a white paper philosophy, i.e. to start from scratch.

Don't invest in expensive ict-infrastructure but use existing and proven systems.

Be aware of new technologies, solutions and other new market opportunities that can make the business grow.

- **Telemonitoring and Medical Care** : potential of the future,
- **3D Website communication** : live agents will interfere in e-commerce websites.
- **Gamification** : implementation of gamification to increase group productivity.
- **Third party products** : installation of third party solutions and work on call avoidance, call reduction time, lower and minorize the 10 triggers that cause calls.



c. Environment and place to work.

Try to create a place where people feel good : people have to love their work environment.
A large area with a lot of light, fresh air and space. Advisors are no laying hens, but people.
We look for landscape office that can fulfill these demands.

Our first location : London Tower - Noorderlaan 9 – Antwerp.

- Super facility.
- Facilicom facilities.

Accessibility to public transportation is a must.

Location : - Customer Care College: province of Limburg.

- Contact Center : city of Antwerp.



d. Cash generating oriented.

By changing the investment policy, capex can be kept low and opex will follow. No limits by trade unions, no seniority, lower overhead by co-using of supporting services.

With this offered business model, the selling price will remain identical towards clients. The extra generated money will partly be invested in education, fixed contracts for the people and different profile of the teamcoach: they become teammanagers.

We look for a mix of big clients (100 advisors) and semi-big clients (from 20 advisors).

Lots of semi-big clients take care of a welspread portfolio.

Type of business :





e. Client oriented.

In this new strategy the client will be the central party and a very important stakeholder.

Good quality assures satisfied clients. Good quality is guaranteed by good advisors. Good advisors must receive a fair salary.

Flexibility.

Flexibility is the holy bible of the future contact center.

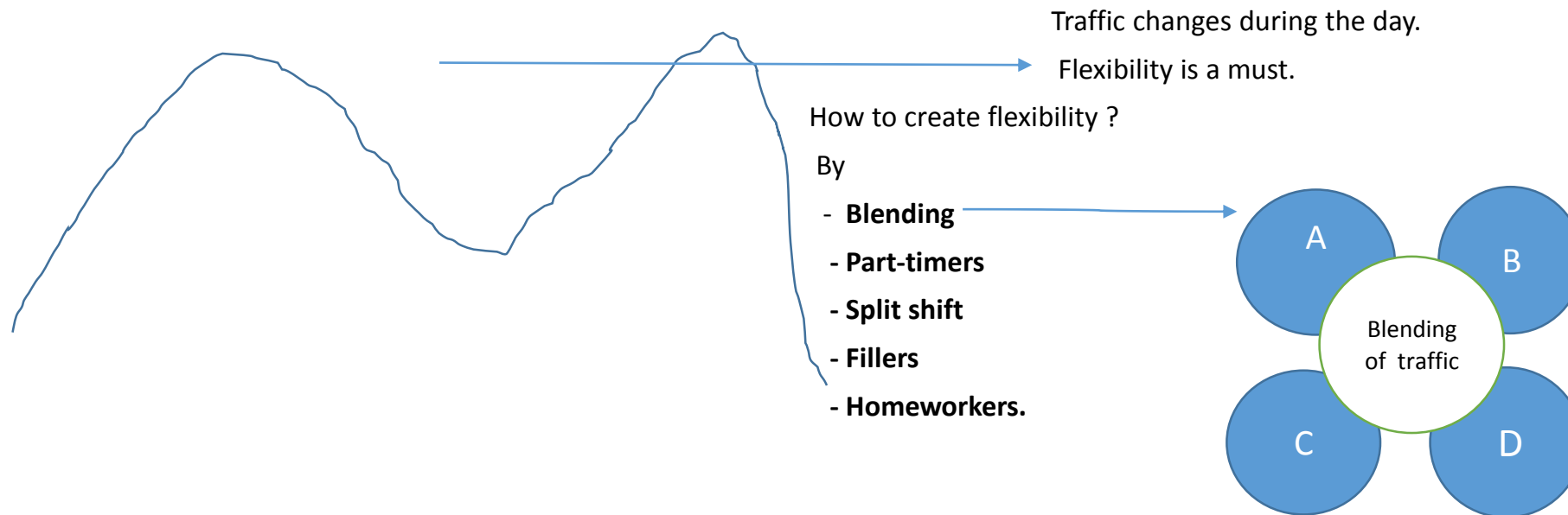
The new strategy and the new model have no past, no history and can organize the contact center business towards the needs of the client.



• 2.Operations.

a. Staffing = flexibility

Traffic example :



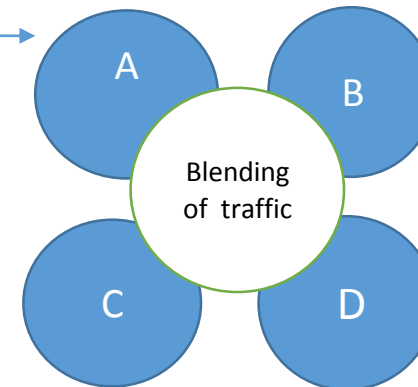
Traffic changes during the day.

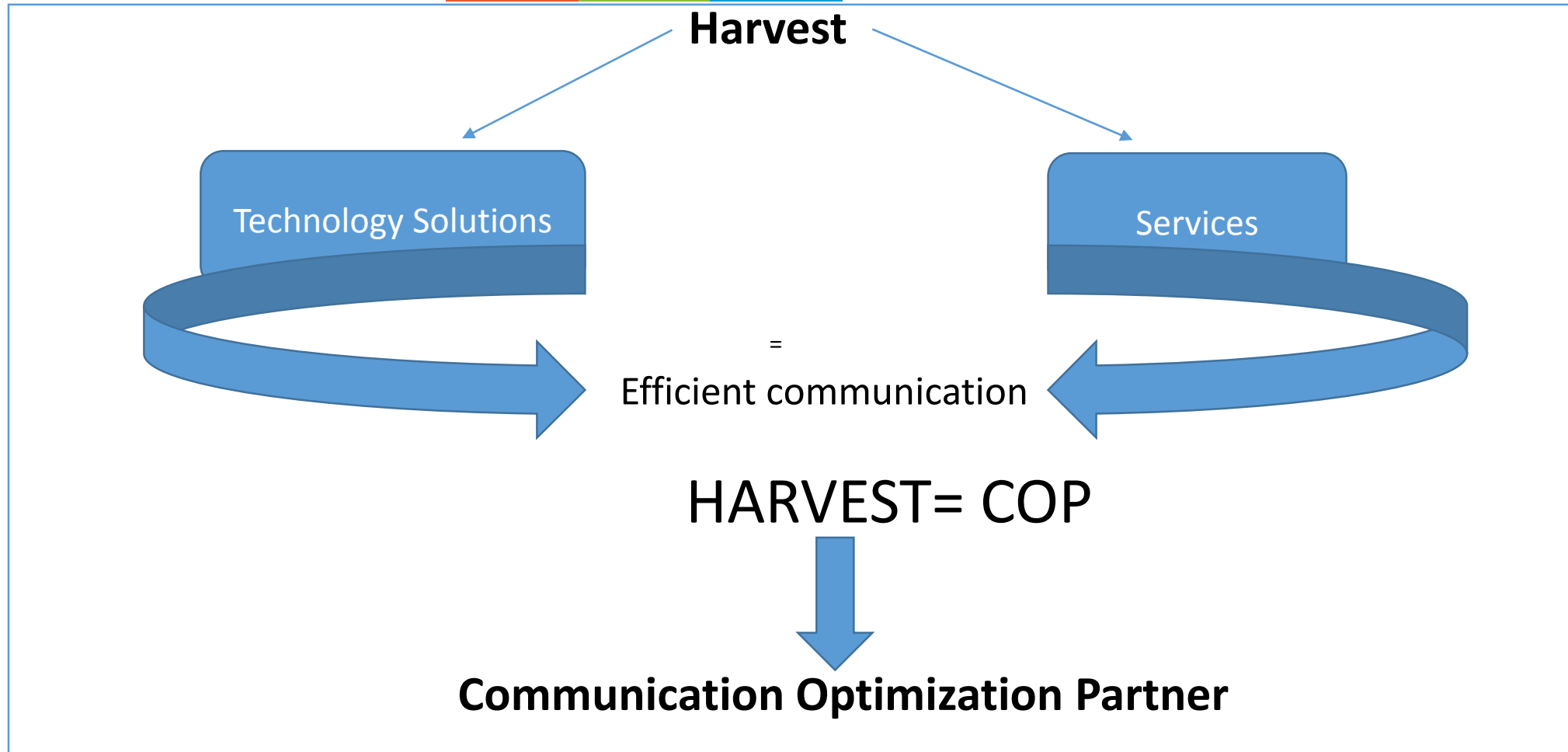
Flexibility is a must.

How to create flexibility ?

By

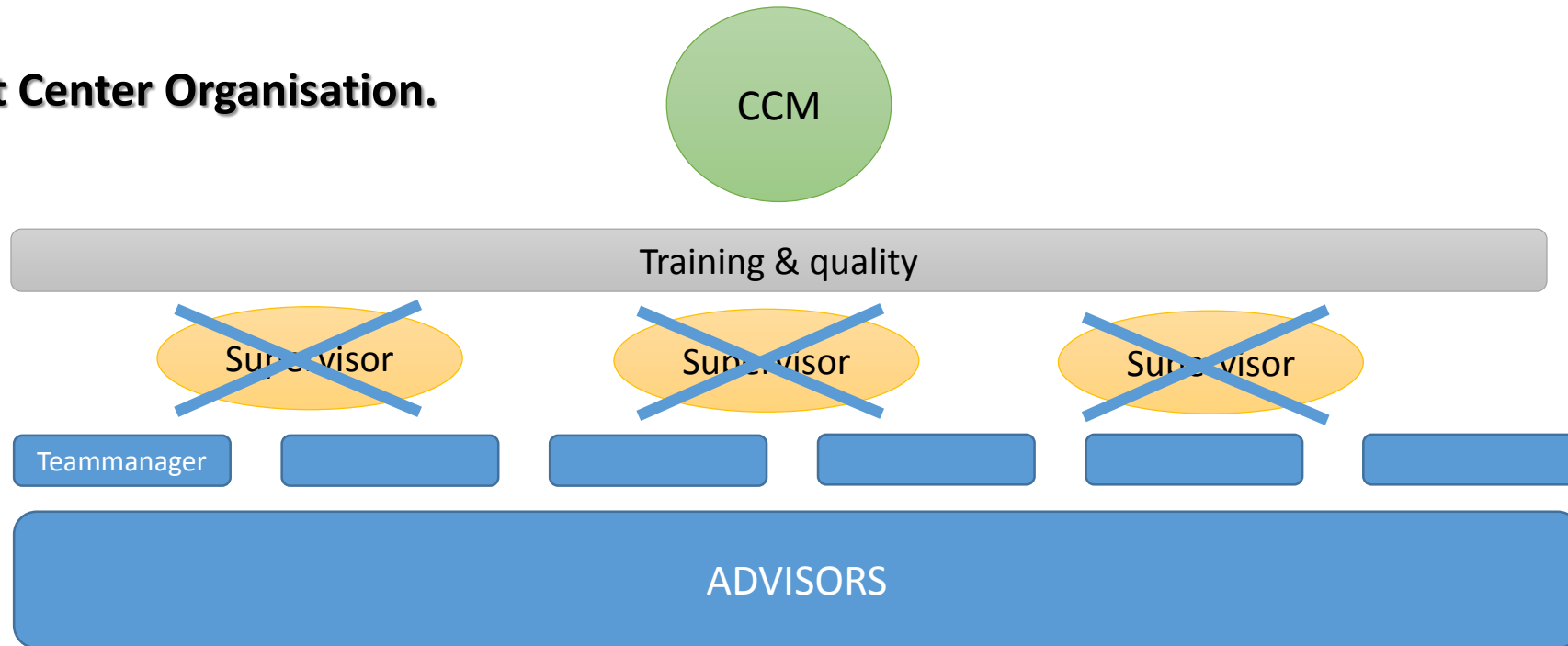
- **Blending**
- **Part-timers**
- **Split shift**
- **Fillers**
- **Homeworkers.**







b. Contact Center Organisation.





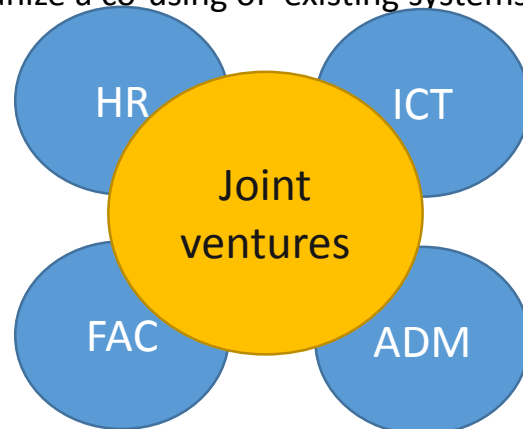
c. Technology and set up of the contact center.

Contact centers, small or big: they all invest in proper support divisions. Investing in proper structures is not only expensive in terms of capital but also expensive in terms of support. The smaller the contact center the more difficult it becomes.

Bigger players that have been existing for years have the disadvantage of old and too many different systems heavy to support.

We can observe that these supporting divisions are not profit oriented departments. They should be internal suppliers, they should invoice per hour and be responsible for the quality of services rendered.

The new contact center will organize a co-using of existing systems and by doing this, the owner of the system can variabilize his investments.





- **3. Integrated collaboration in the future.**

- a. **Synergy with Orone “BPO” specialist: 1+1+1 = 5.**

Collaboration between a contact center and a specialist in business proces outsourcing will create significant synergy. It offers a widespread portfolio of services and will better serve the client.

Today, Orone realizes two million euro turn-over in contact center business and manages a portfolio of 18 million euro BPO in France & Belgium.

Proposition : The contact center and the BPO-specialist both have advantage by harmonizing their partnership on the level of operations:

- The contact center enlarges the market opportunities towards banks and insurance companies.
- The BPO outsourcer can offer broader service the market is asking for : total business process outsourcing.
- Orone has for 18 years operations in Fezz, Morocco and installed a contact center.



- **3. Integrated collaboration in the future**

- b. Synergy with DataContact in Poland :**

- To be successful in the long run, contact centers need to invest in a Pan-European strategy.

- Industrial co-operation is quintessential.

- Therefore we are striving for an integrated collaboration with different contact centers.

- **Proposition** : we are looking for a contact center that can fill our Pan-European gap. Harvest operates from Antwerp and can cover following countries : Belgium, France, Spain, Italy, The Netherlands, United Kingdom and Germany.

- DataContact as our partner will serve the East-European countries and North-Europe.

- We will organize two operational countries, i.e. Belgium and Poland (except for near- and offshore) and install commercial offices in some other important countries.



- **4. Harvest & education.**

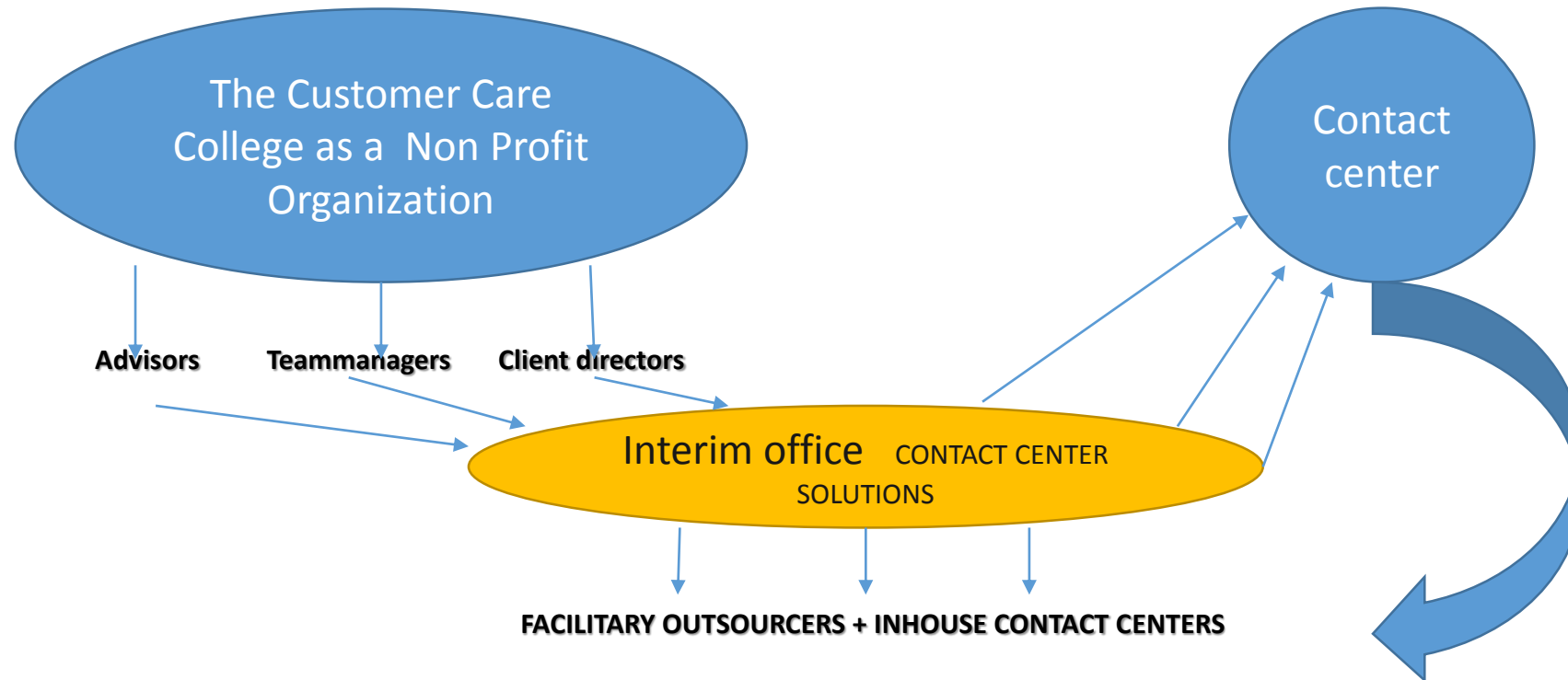
- a. The membership of the Customer Care College.**

- One of the major problems in contact centers lays in the field of training & coaching.
 - The market will benefit substantially from a professional contact center training institute.
 - CREATION of an independant Training Institute.
 - Make use of the governemental financial support to help young unemployed people getting a job. Through education, training & coaching lower the barrier to the outsourced contact center market : 180 hours of training a year.
 - By creating the Academy it becomes attractive for stakeholders in the market to recrute and select advisors, teammanagers and client directors.



- **4. Harvest & education.**

- OVERVIEW





- **5. Other strong points.**

Marcom.

- Website / Facebook/ LinkedIn : all in one.
- 4 newsletters a year .
- Visual Harvesting : explain.

People.

- Homework.
- Teammanager : the difference.
- Welkom package.
- Motivation sessions.
- Web actions.



- **6. Three colours.**

