

# The BellSouth Business Solutions Process For Customer Interaction Services

## Objective

1. Define the process for BCS teams and customers.
2. Differentiate from competition.
3. Set up quality implementation and support in the sales process.
4. Maximize Customer Loyalty!

## The Process

### Step 1: Discovering Your Needs

- Preliminary Needs Analysis (sales team)
- CIS Consulting Services
  - ✓ Call Center Analysis
  - ✓ Customer Experience Assessment
  - ✓ Customer Interaction Strategy Development
  - ✓ Customer Interaction Process Analysis/ Design
  - ✓ Call Center Management Services Assessment
- Application Discovery Form Completed

### Step 2: Developing Your Solution

- Solution Architecture
- Statement of Work/ Detailed Design
- Hardware/ Software/ Services Selection
- Preliminary Implementation/ Training/ Support/ Management Plan developed
- Measurable Results/ ROI
- Formal presentation of solution
- Decision
- Contracts signed/ financing arrangements completed

### Step 3: Implementing Your Solution

- Hardware/ Software ordered
- Preliminary resource allocation (BellSouth, customer)
- BellSouth internal sales/ operations transition meeting
- Customer kick-off meeting
  - ✓ Confirm estimated timeline/ milestones
  - ✓ Confirm communications plan
  - ✓ Confirm change management process
  - ✓ Confirm testing plan/ acceptance criteria
  - ✓ Confirm project team
    - \* BellSouth Sales Team
    - \* CIS/ BCS Core Project Manager(s)

- \* CIS Operational Consultant(s)
- \* CIS Implementation Consultant (Design)
- \* CIS Application Developer(s)
- \* CIS Integration Manager
- \* CIS Staging Manager
- \* Installation Tech/SC
- \* Partners
- \* Customer contacts
  - Project leader
  - IT Staff
  - Telecommunications staff
  - Call Center staff
  - Executive sponsor
- Complete Detailed Design
- Approve changes, finalize resources per detailed design
- Finalize training/ support/ mgmt plan
- Update/ confirm project timeline
- Perform application development
- Perform hardware/ software staging
- Complete installation at customer location
- Training Completed
- Final testing
- Cut-over to Production System
- Early Production Support
- Final Customer Acceptance
- Turn-over to Support/ Mgmt teams

#### **Step 4: Using Your Solution**

- Agent Tools Training
- Supervisor Tools Training
- Technical Support Training
- Management Training
- Operational Consulting Tune-up

#### **Step 5: Supporting Your Solution**

- Support Plan documented/ communicated
- Problem reporting procedures
- Monitoring procedures
- Break/ fix procedures
- Spares availability
- Preventative Maintenance/ Backup Plan
- Access/ security procedures
- Escalation procedures

#### **Step 6: Managing Your Solution**

- Management Reports
- Regular Status Meetings (review of service level targets/ actual performance)

- Change Management Process
  - ✓ Moves, adds, upgrades, other changes
  - ✓ Effects on entire application
- CIS Consulting Services
  - ✓ Call Center Analysis (recommended every six months)
  - ✓ Training Services (new hires, updates)
  - ✓ Customer Experience Re-Assessment
  - ✓ Customer Interaction Process Improvement
  - ✓ New Applications Design
  - ✓ Call Center Management Services
- Business Continuity Plan/ Disaster Recovery