



Improving
contact centers
for nearly 30 years.

A Respected *Leader*

ICMI empowers organizations worldwide to raise the strategic value of their customer service – and optimize efficiencies at every level of the contact center – through professional services like training, certification, events, consulting and information resources. By leveraging comprehensive capabilities and unparalleled experience – ***including work with tens of thousands of contact centers in 167 countries*** – we offer a level of expertise and commitment that no other organization can duplicate – and results that no other organization can deliver.

Companies that prioritize the customer experience generate

60% ↑

higher profits
than their competitors.

Source: Gartner Group

The *Solutions* We Provide

From specific subject matter experts to general consultants to deep-diving analysts, we identify a client's challenges and assign the best team to develop the appropriate solution for you and your contact center.



Resources

Relevant and independent industry news, interactive forums, research, books, webinars and dynamic customer service content.



Events

Industry-leading gatherings that include timely, practical conference sessions, exhibits featuring the latest technologies and numerous opportunities for peer interaction and networking.



Training

Highly interactive contact center education focused on strategic value, operations management, people management, and technology.



Certification

ICMI Professional Certification for contact center professionals and ICMI Site Certification promote mastery-level leadership and best-in-class operations that deliver results for their organizations.



Consulting

Proven industry expertise applied to a contact center's unique environment through solutions that make sustainable improvements to customer experiences and business results.

1

We help you *determine* your contact center's potential on three levels

ROI

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graph BT; E[1 Efficiency] --> CL[2 Customer Loyalty]; CL --> SV[3 Strategic Value]; SV --> ROI((ROI));
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The diagram illustrates a three-level hierarchy of contact center potential. At the base is a red box labeled '1 Efficiency'. An arrow points up to a teal box labeled '2 Customer Loyalty'. Another arrow points up to a green box labeled '3 Strategic Value'. A final arrow points from the '3 Strategic Value' box to a hand-drawn circle labeled 'ROI'.

3 Strategic Value

- Profitability, cost efficiency
- Intelligence on products, services
- Brand reputation
- Market share

2 Customer Loyalty

- Satisfaction ratings
- Repeat business
- Share of wallet
- Word of mouth

1 Efficiency

- Right channel, right purpose
- Workforce management
- Effective processes
- Responsive, scalable

2

We work with you to *identify* gaps in four core areas

- ✓ Recruiting, hiring
- ✓ Training, skill paths
- ✓ Monitoring, coaching
- ✓ Roles, responsibilities
- ✓ Culture

- ✓ Access channels, routing
- ✓ Self-service, mobile, social
- ✓ Information & customer relationships
- ✓ Performance tools
- ✓ Workforce optimization



- ✓ Purpose, direction
- ✓ Customer access strategy
- ✓ Business model, structure
- ✓ Objectives, metrics
- ✓ Voice of customer

- ✓ Forecasting, scheduling
- ✓ Quality, process improvement
- ✓ Reporting, analysis
- ✓ Real-time management
- ✓ Collaboration, communication

3

We help you *calculate* the ROI of improvement



CONTACT QUALITY



TURNOVER



SERVICE LEVEL



HANDLING TIMES



ABANDONED CALLS



ERRORS & REWORK



STRATEGIC VALUE



SCHEDULE ADHERENCE



SENTIMENT TRENDING



BUDGET OPTIMIZATION



FORECAST ACCURACY



TRANSFERRED CALLS



FIRST CONTACT RESOLUTION



CUSTOMER SATISFACTION



CONTACT BY CHANNELS



EMPLOYEE SATISFACTION

Building Strong *Relationships*

As organizations change and grow, so do the needs of their contact center. We are committed to understanding these evolving needs, and partnering with each individual client to develop meaningful and actionable improvements to enhance their business and customer experience. Discovering the optimal mix of services needed to meet these goals requires professional advice, and represents the type of guidance that ICMI provides every day to top organizations such as these.



An *International* Presence

ICMI is committed to leading and promoting the contact center industry on a global scale. We are represented on 6 continents, and our products and services are available worldwide.



Industries We Serve

ICMI's professional services solutions are suitable for – and customizable to – centers of all types and sizes, and have been widely implemented across a variety of industries, including:

- ✓ Communications
- ✓ Education
- ✓ Financial Services & Banking
- ✓ Government
- ✓ Healthcare
- ✓ Hospitality
- ✓ Insurance
- ✓ Legal
- ✓ Not-For-Profit
- ✓ Outsourcing
- ✓ Retail
- ✓ Telecom
- ✓ Utility
- ✓ Many more!



Our contact center would not be nearly as successful without the resources from ICMI.

Annie Woo, Director of Customer Service, MINDBODY, Inc

Challenges We Address

ICMI can help your organization to:

- ✓ Enhance Customer Experiences
- ✓ Improve Workforce Management
- ✓ Identify a Social Media Strategy
- ✓ Hire and Keep the Right Talent
- ✓ Develop an Effective Management Team
- ✓ Create a High-Performance Workforce
- ✓ Optimize Cost and Maintain Service Levels
- ✓ Better Utilize Customer Metrics
- ✓ Understand Multi-Channel Technology
- ✓ Increase Revenue in Your Center
- ✓ Build a Home Agent Program
- ✓ Much more!

86% of consumers *stopped doing business* with a company because of a bad customer experience, up from 59% 4 years ago.

Source: Harris Interactive

99%

of previous ICMI customers
would **recommend us**
to a colleague.

ICMI Community Study - Sept. 2012



Committed to improving contact center
operations and customer service.

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