

Developing and Delivering a Contact Centre Strategy

GTACC Conference
February 16, 2011



LoyaltyOne

Blue Ocean for Contact Centres



Blue Ocean Strategy...

- Leading-edge technology is INVOLVED but not the defining feature
- This is true EVEN with technology-intensive industries
- Blue oceans are SELDOM the result of technology innovation – the underlying technology is often already in existence
- About linking technology to what buyers want and/or simplifying the technology

Companies must innovate on HOW they do things, NOT on technology

Blue Ocean Approach for Contact Centres...

Red Ocean Strategy	Blue Ocean Strategy
Enhance Existing Call Centre	Create Uncontested Servicing Model
Better Service Quality than the Competitor	Make Competition Irrelevant
Streamline Existing Workforce & Call Type	Create new Demand leveraging various channels
Make Cost Trade-Offs	Develop Profit Centre Approach
Align Call Centre Activities with current Servicing Model	Align Activities in Pursuit of Service Differentiation

Cirque Du Soleil...

- Created a distinctive experience
- Launched in 1984
- Develop a Blue Ocean
- Over 4,000 Employees
- Ranks 22 for International Brands – ahead of McDonalds
- “Humans behaving as Super-Humans”

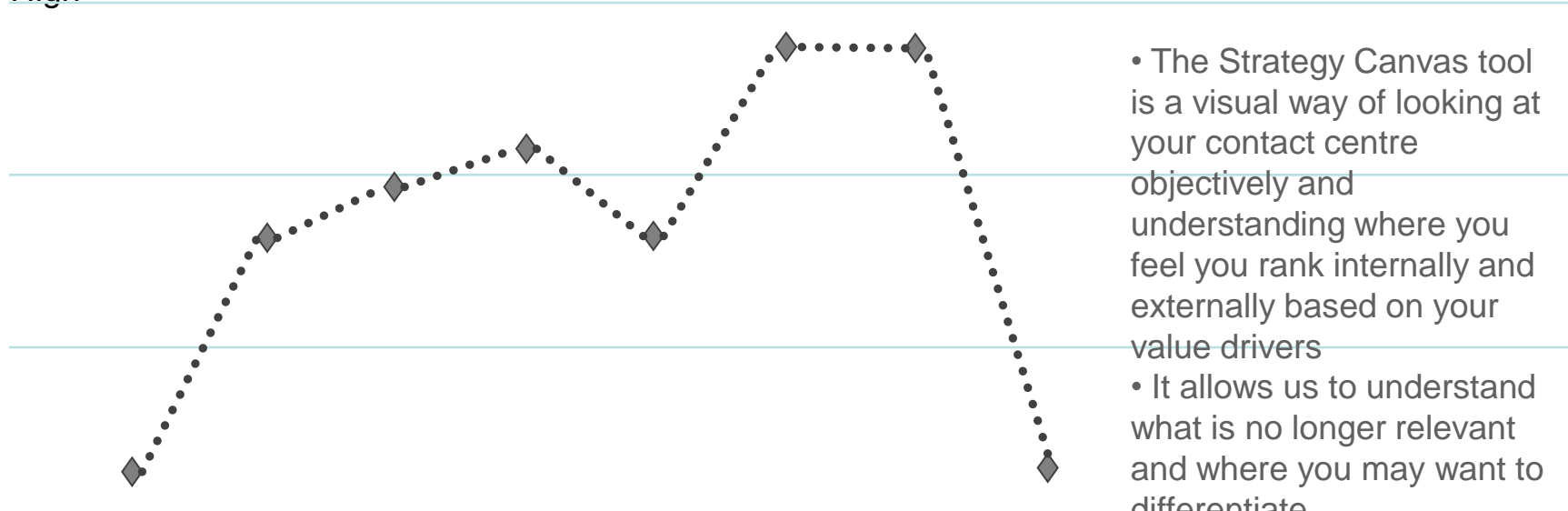
CIRQUE DU SOLEIL



<http://www.youtube.com/watch?v=9C3wcKEqLtQ>

What is a Strategy Canvas?...

High

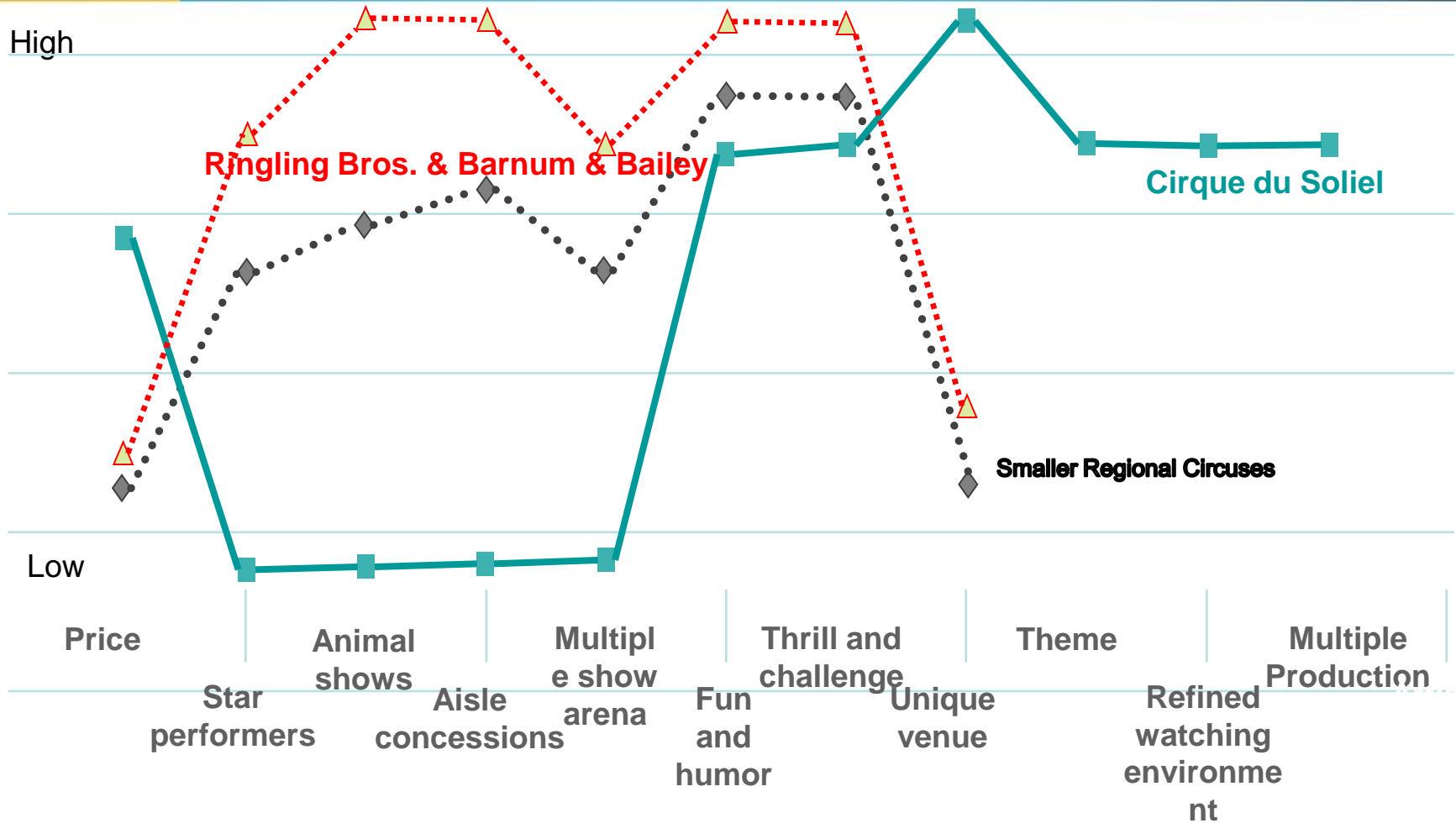


- The Strategy Canvas tool is a visual way of looking at your contact centre objectively and understanding where you feel you rank internally and externally based on your value drivers
- It allows us to understand what is no longer relevant and where you may want to differentiate.

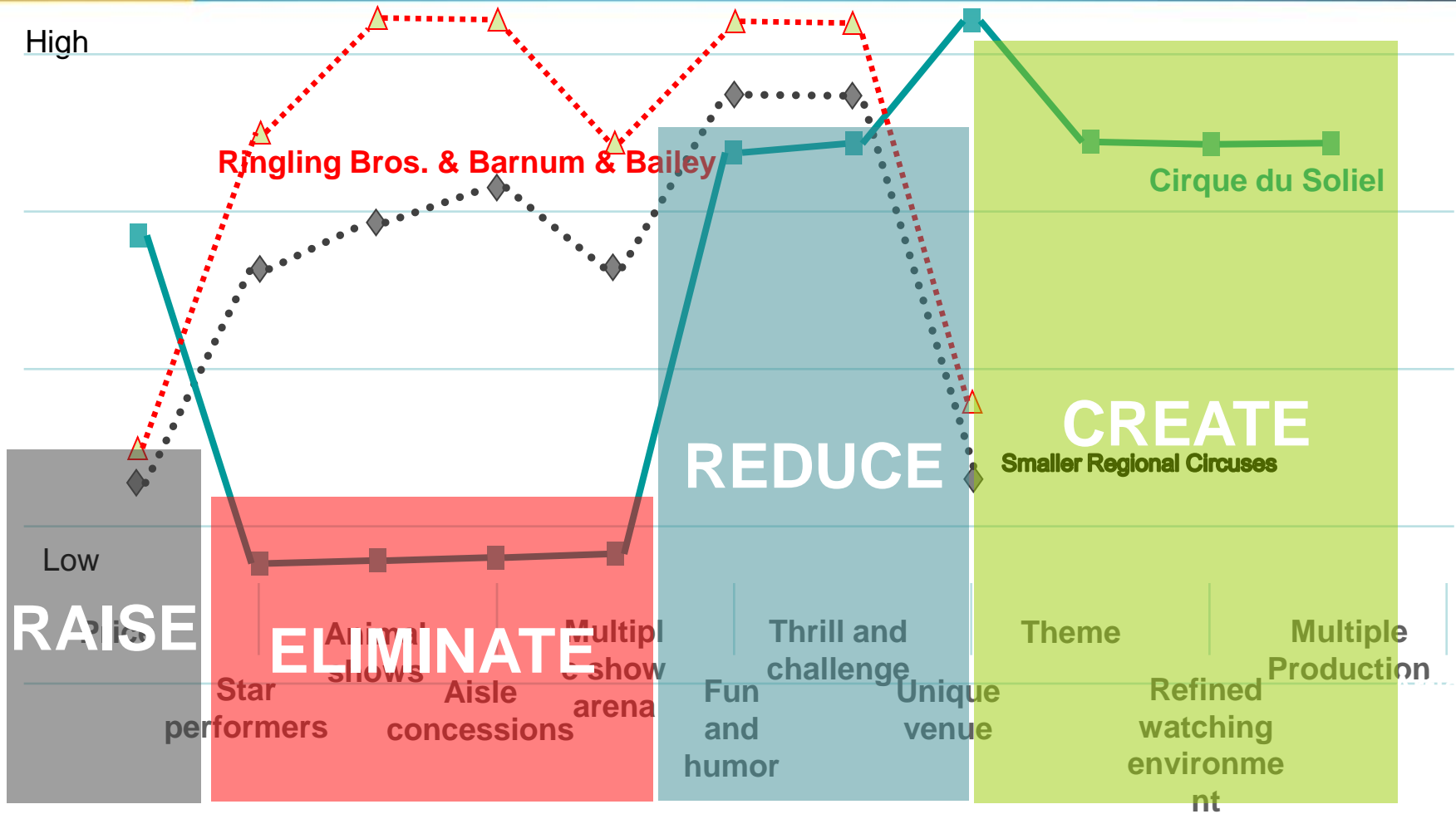
Low

Customer Value Drivers

Cirque du Soleil...



Four Point Strategy...





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