

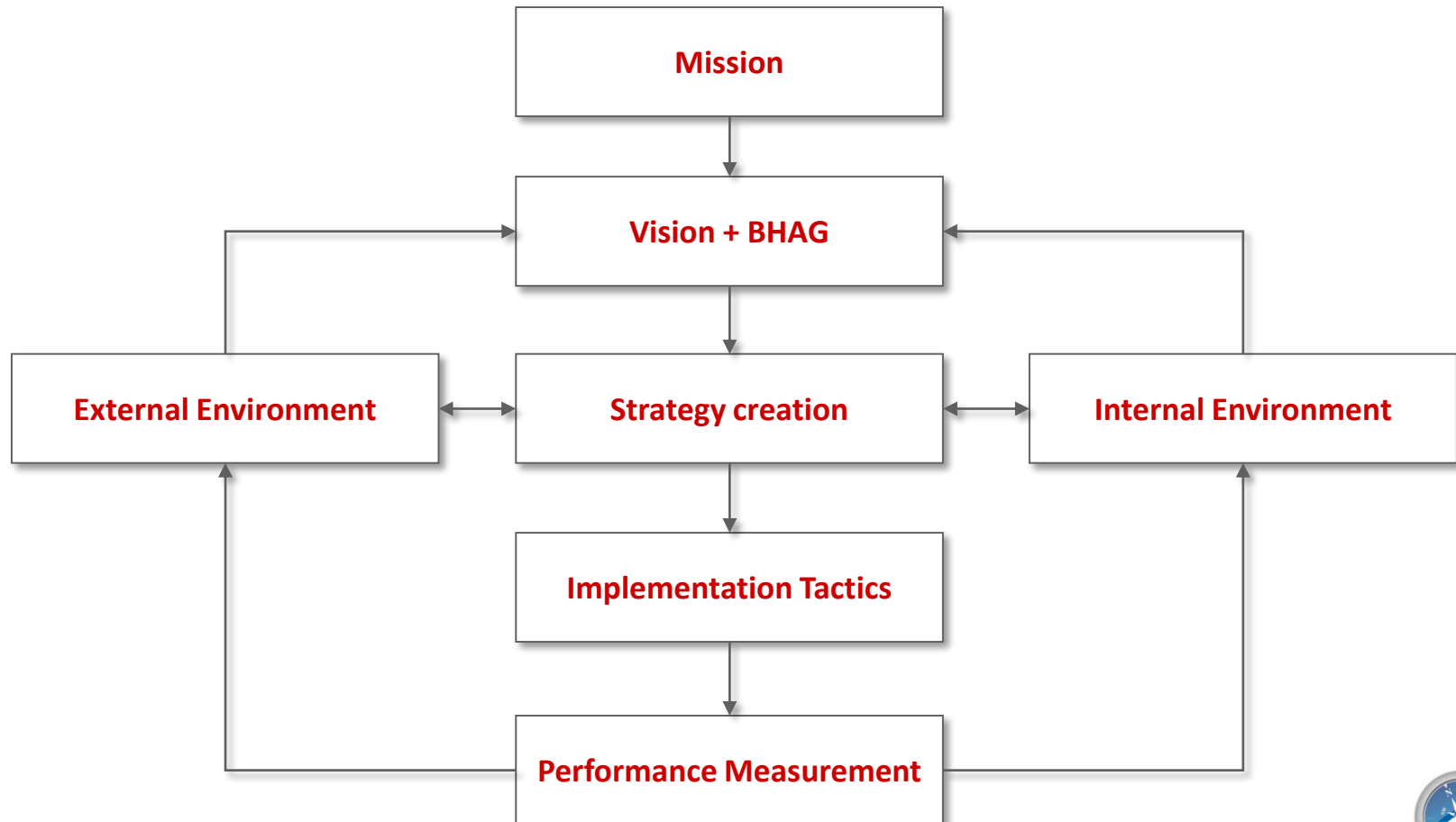
Expert Class **Contact Center** Management

Vision, Mission & Strategy part 2

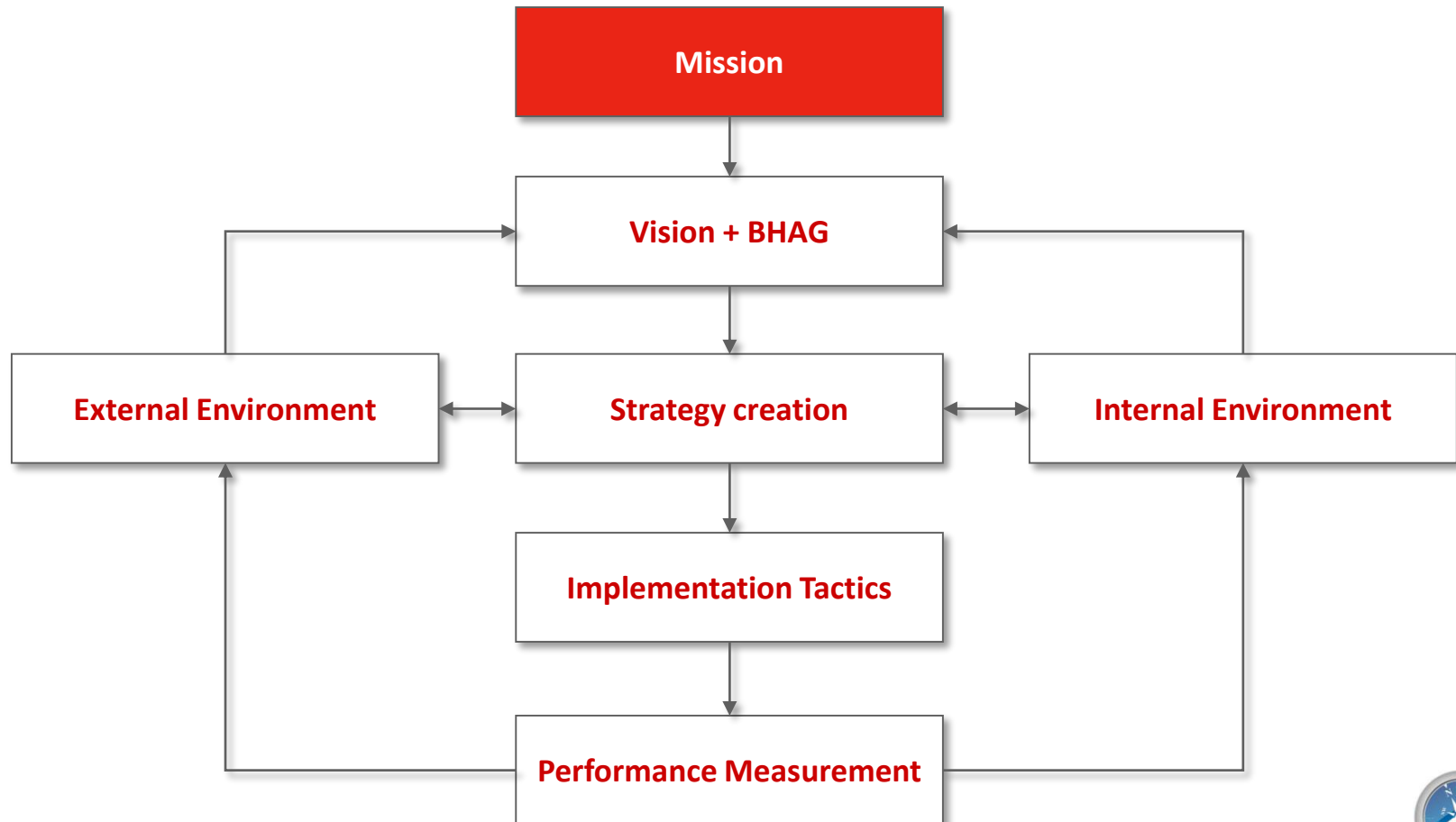
François Rossillion

2018, April 16

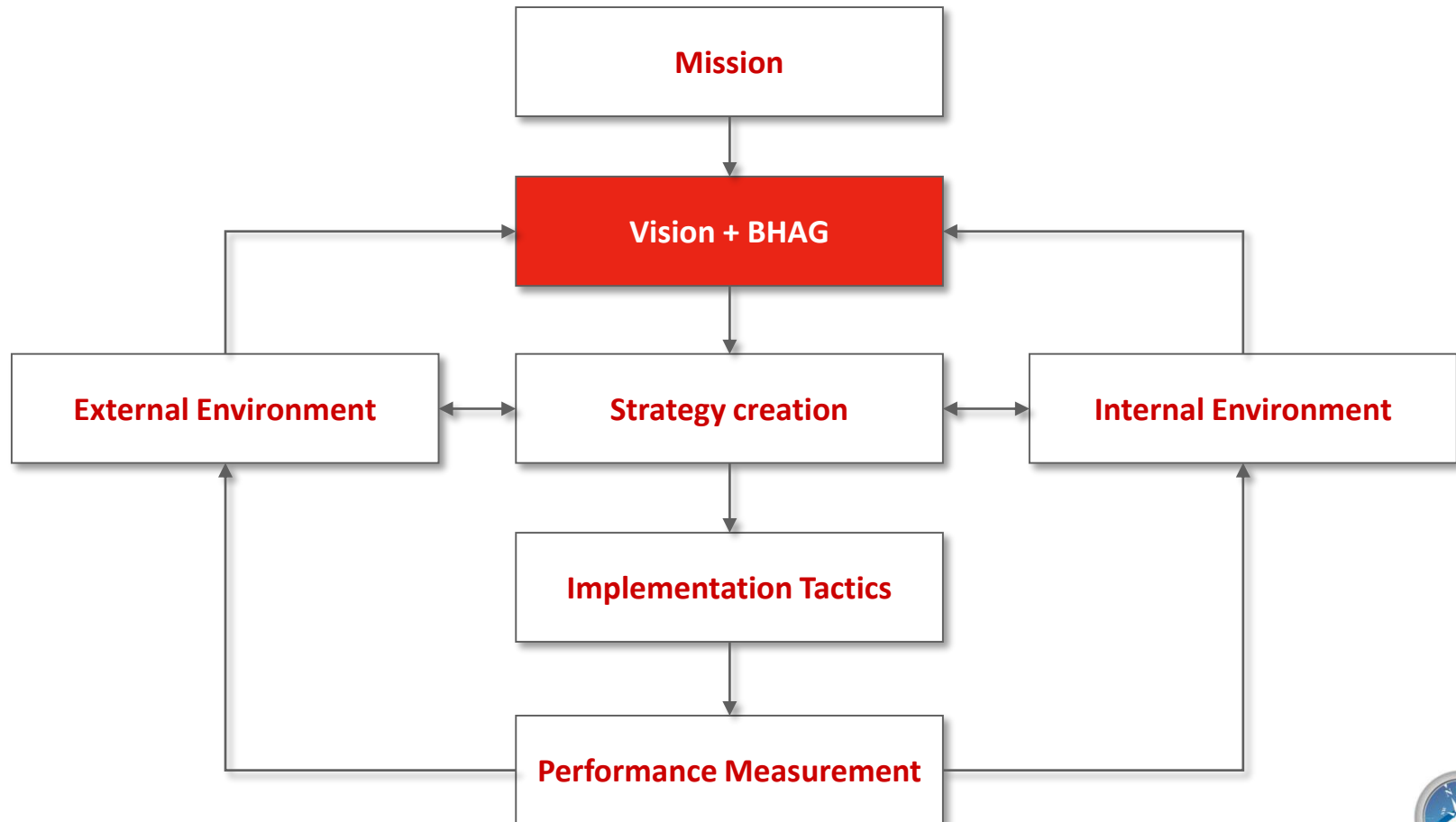
Strategy Creation Process



Strategy Creation Process



Strategy Creation Process



our mission



To be the world reference
in cards and board games.

our vision



Playing games together makes
you socially and emotionally wiser.

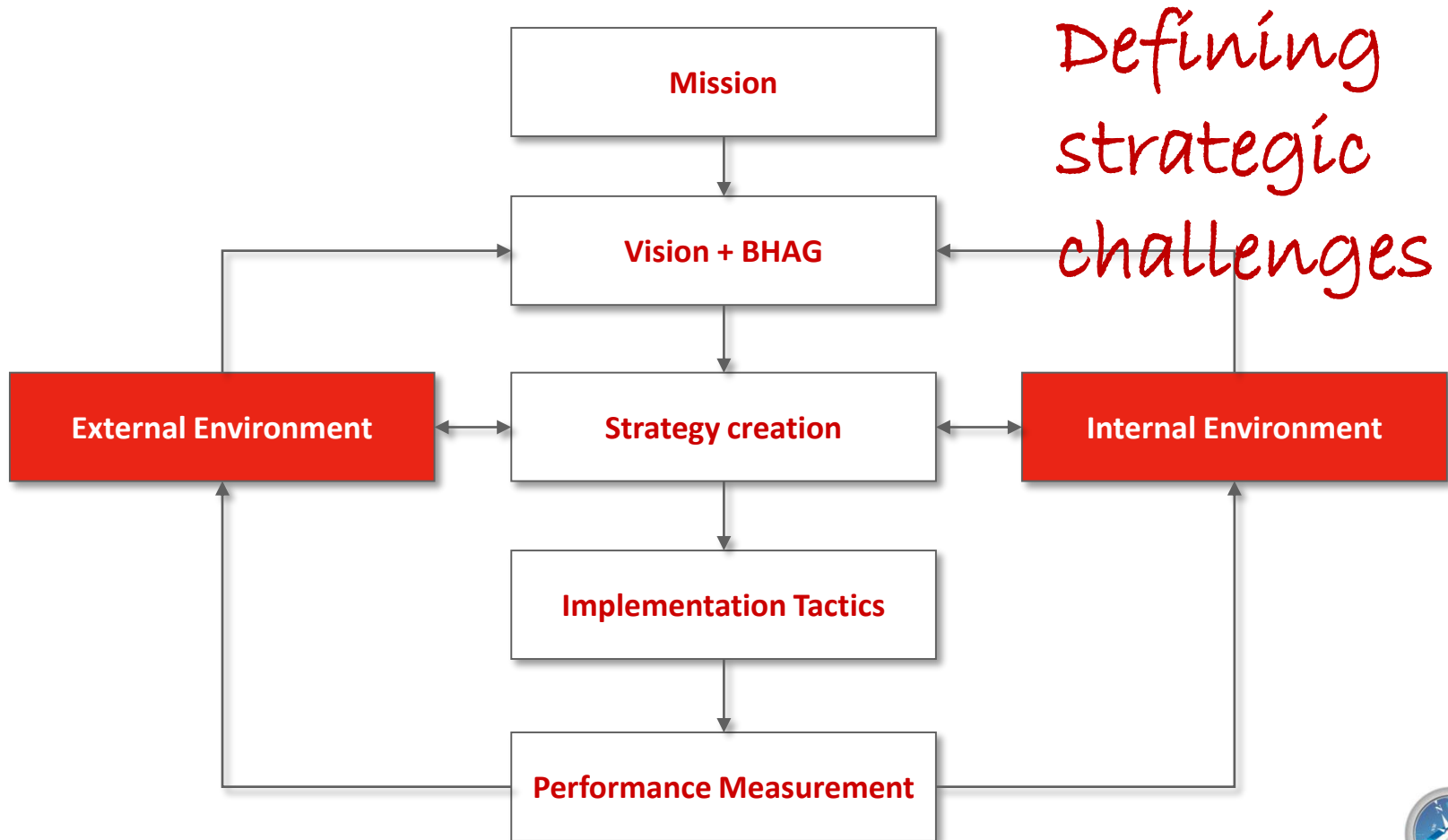
our purpose



Sharing the magic of
playing together.

Cartamundi 

Strategy Creation Process



SWOT

Strengths

Weaknesses

Opportunities

Threats



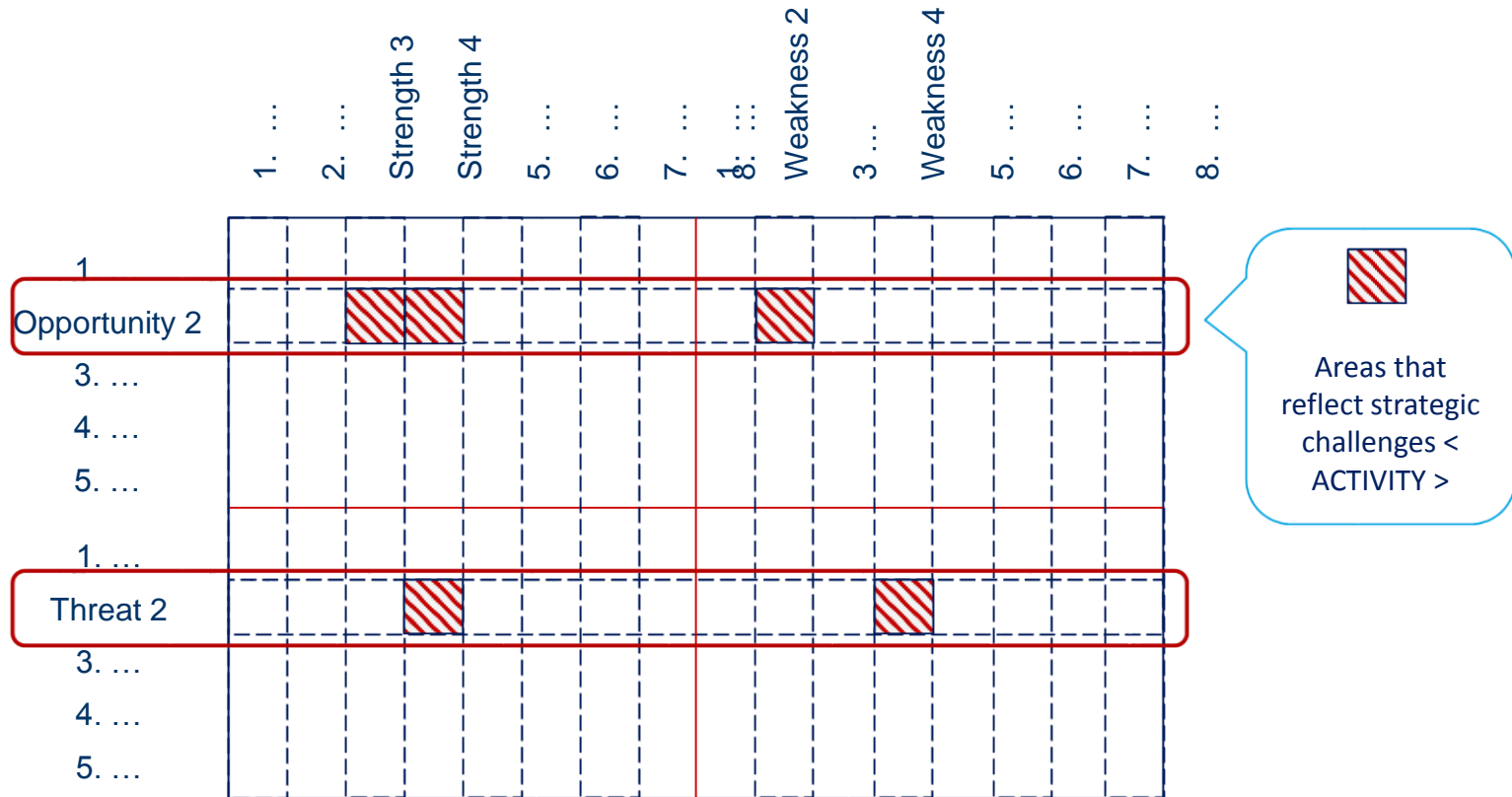
SWOT: Strengths & Weaknesses

Is your 'core competency' a sound basis for an effective strategy?

- Inimitability: hard to copy
- Durability: continuing value of the competitive resource
- Appropriability: who captures the value created?
- Sustainability: can it be trumped by a substitute?
- Competitive superiority: is it really superior to competitors?

build on strengths; resolve weaknesses; exploit opportunities and avoid threats

e.g. for each of the **opportunities**, find at least one **strength** that the firm may use to take advantage of the **opportunity**. Also find a **weakness** that may stand in the way of doing so



e.g. for each of the **threats**, find at least one **strength** that should be used or further improved to protect against the **threat** and maybe even turn the **threat** into an **opportunity**. Also look for a **weakness** that must be improved or covered up to avoid being affected by the **threat**.



Strategic challenge: One slogan

STRATEGIC CHALLENGE 1

OPPORTUNITY

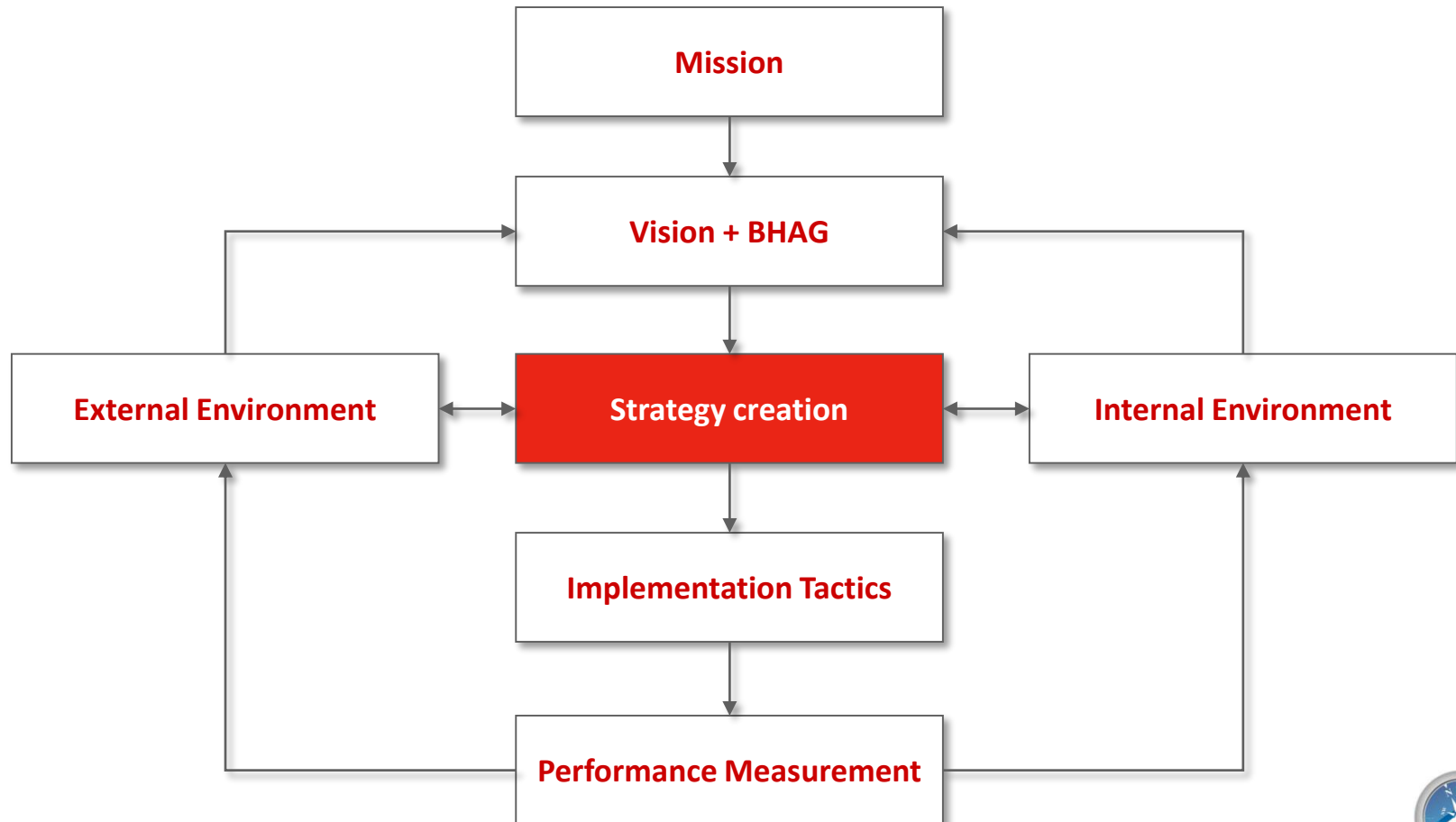
THREAT

STRENGTH

WEAKNESS



Strategy Creation Process





GROWTH

TOGETHER

TEAMWORK

SUCCESS

Ideas!
Brainstorm

PARTN

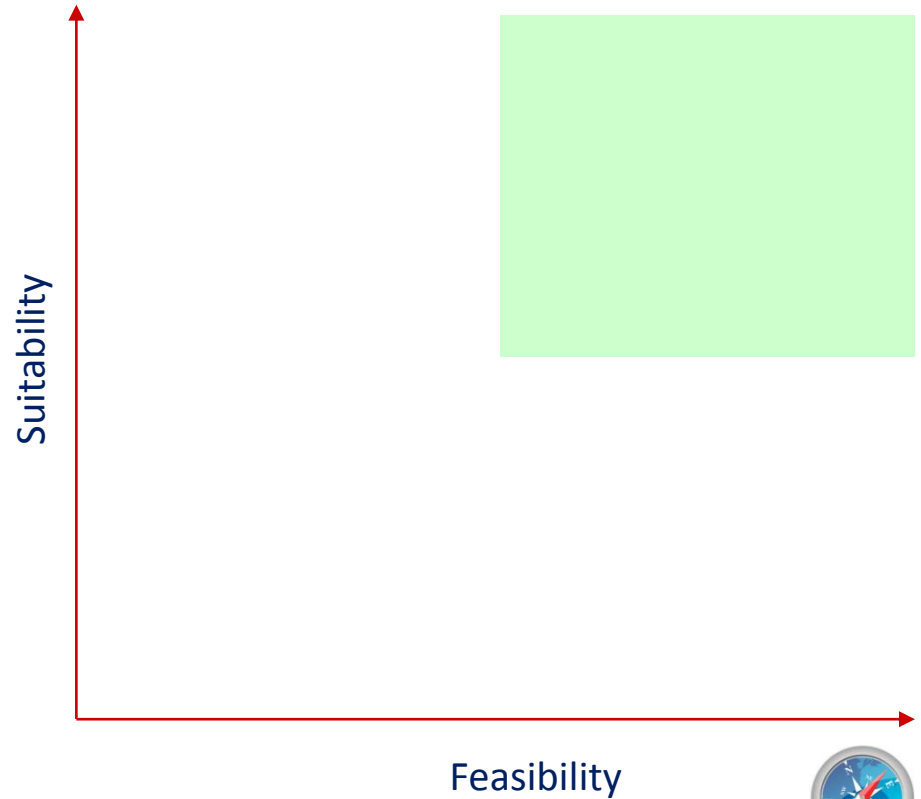
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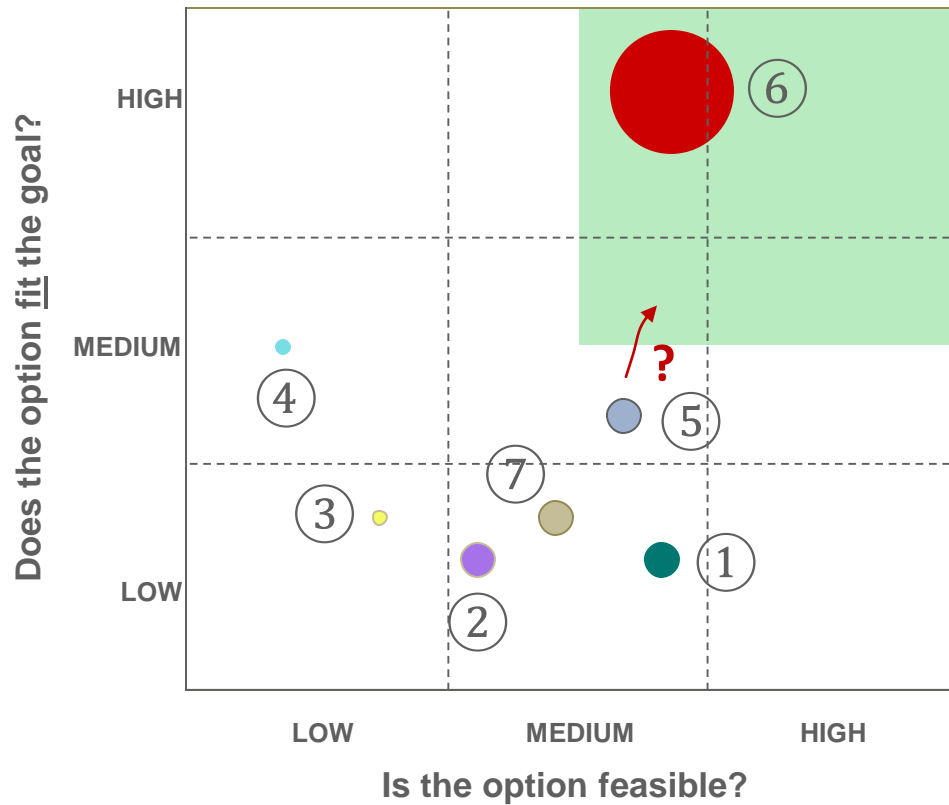
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HELP!

SFAA - Template

	Suitability	Feasibility	Acceptability
Option 1:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 2:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 3:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 4:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 5:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



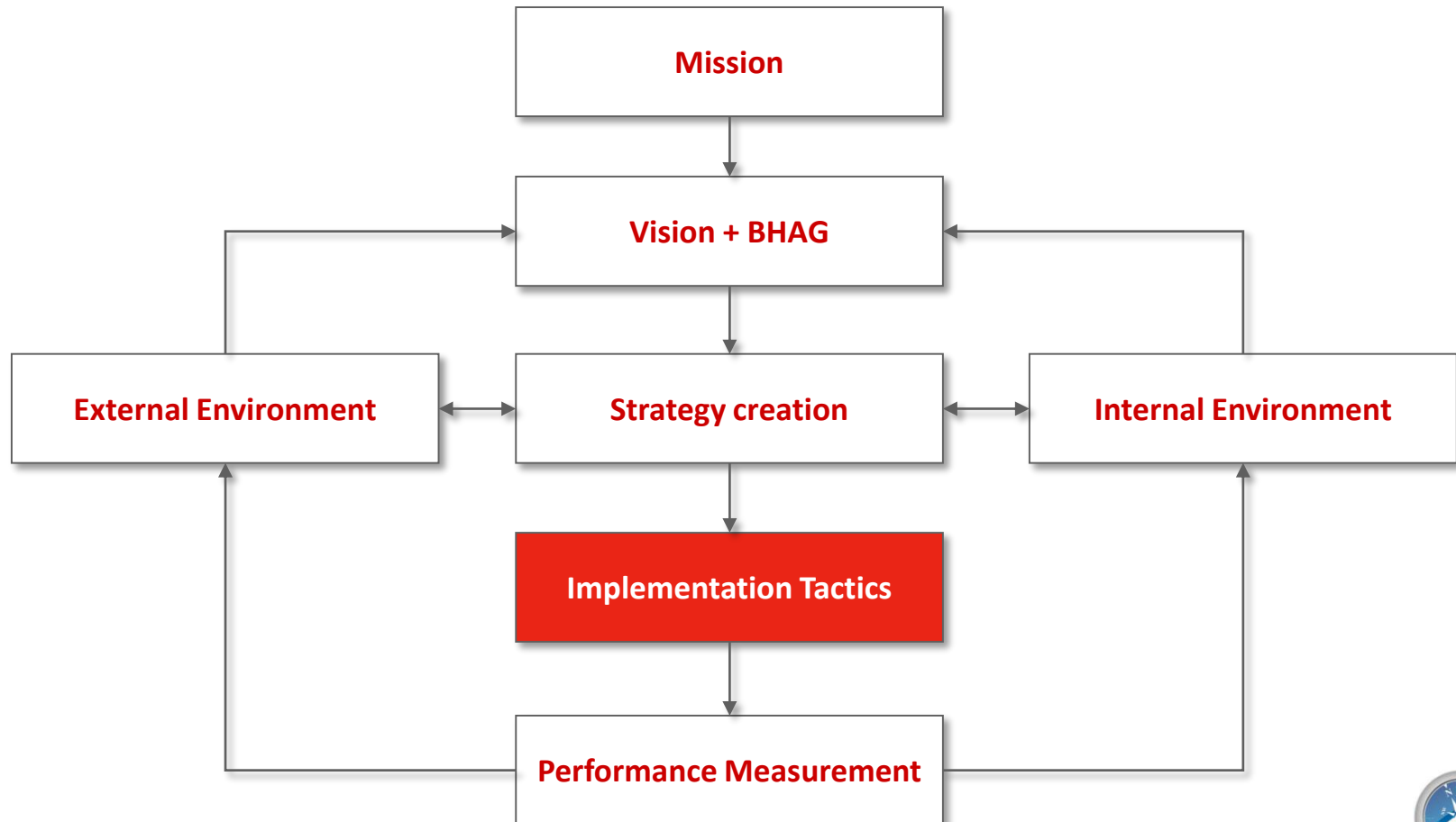


○ Bubble size = **Acceptability**

■ **Zone of most attractive options based on the interplay of suitability (fit), feasibility and acceptability**



Strategy Creation Process



Creation < > Implementation

- **Creation** is about **doing the right things**
- **Implementation** is about **doing things right**



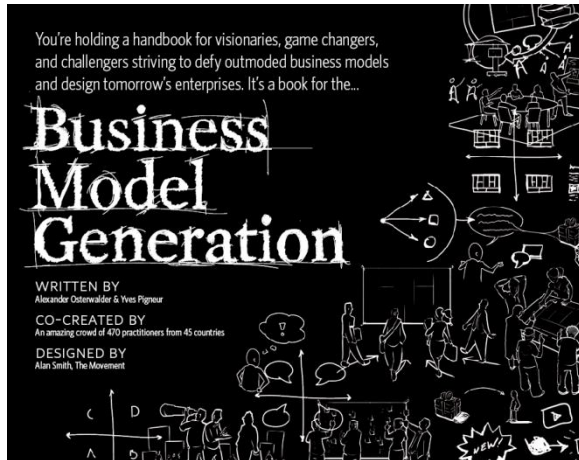
Strategy Implementation

- Strategy is nothing more but **hot air** if little attention is given to the implementation.
- Strategy creation is entrepreneurial and market-oriented
- Strategy implementation is **operations oriented**
- Every employee must be involved in implementation

Strategy creation	Strategy implementation
Analysis and planning	Execution
Thinking	Doing
Initiate	Follow through
At the top	Top-to-bottom
Entrepreneurial	Operational
Goals-setting	Goals achieving

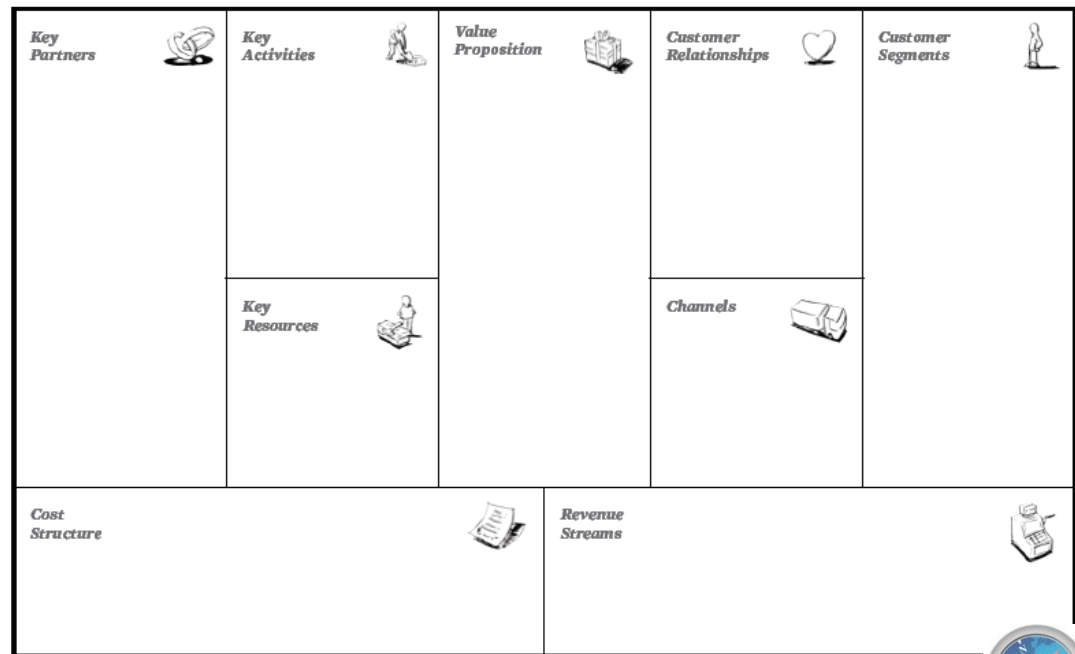


Business Model Generation

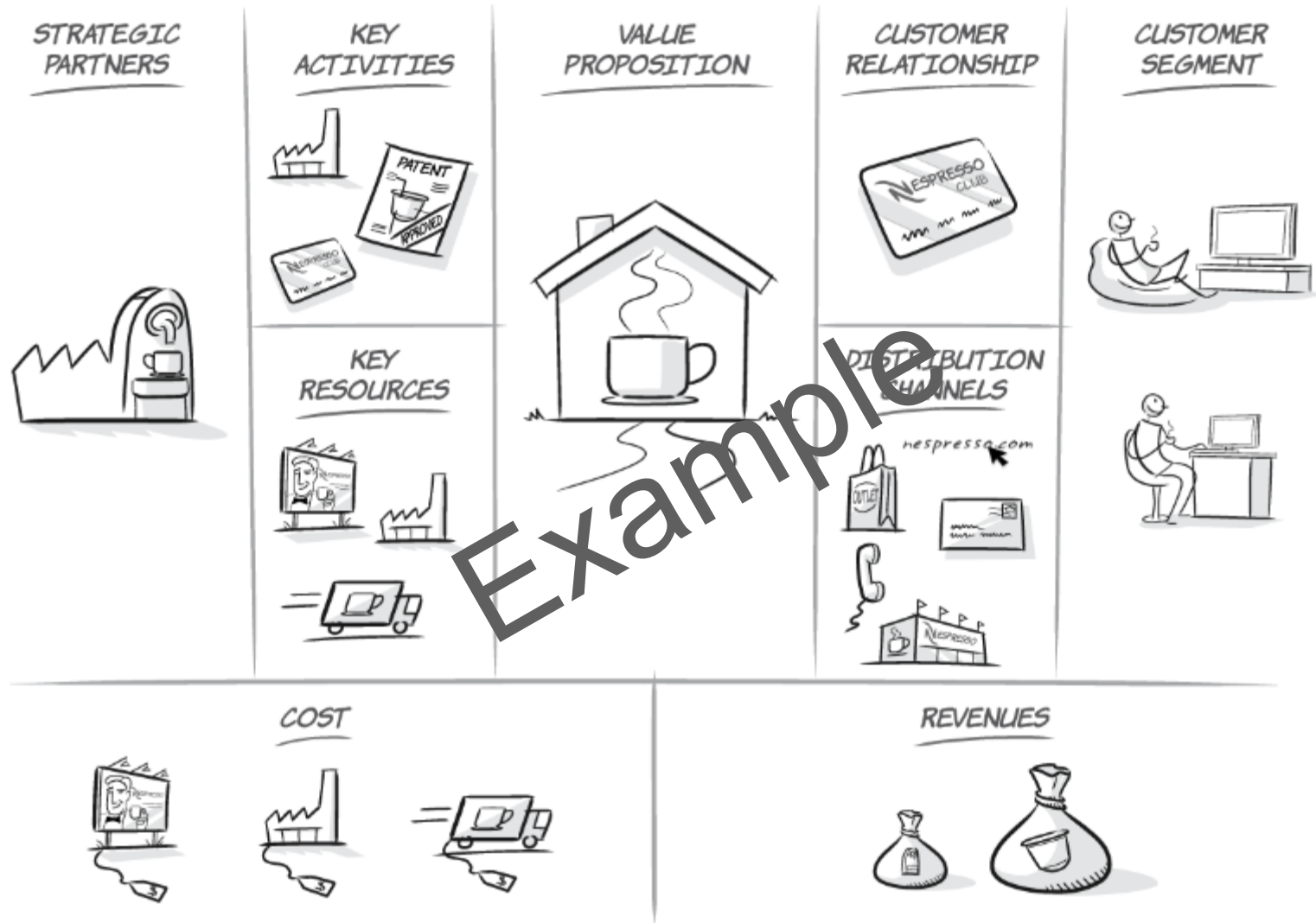


A business model describes the rationale of how an organisation creates, delivers and captures value.

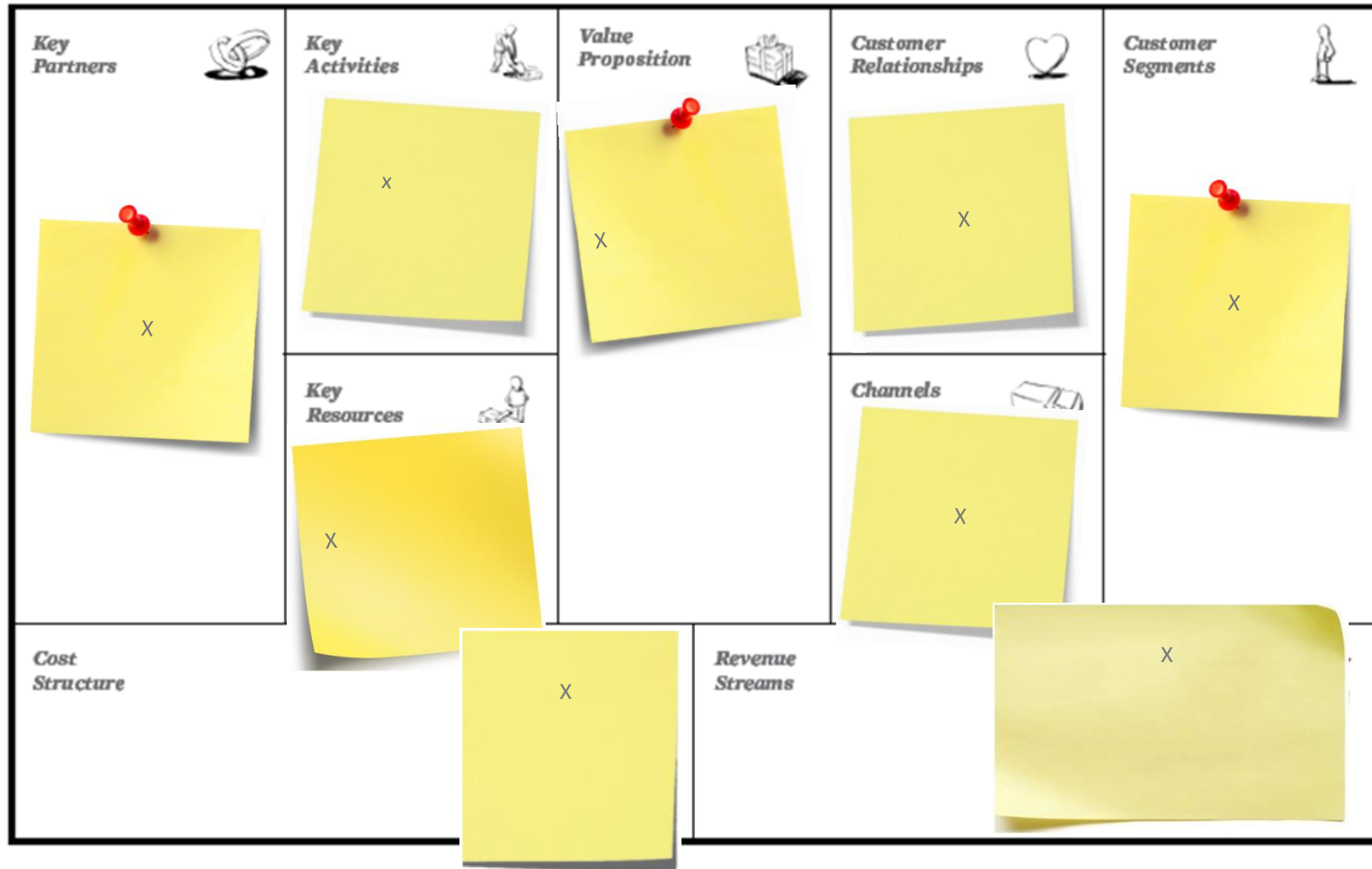
The Business Model Canvas







The Business Model Canvas

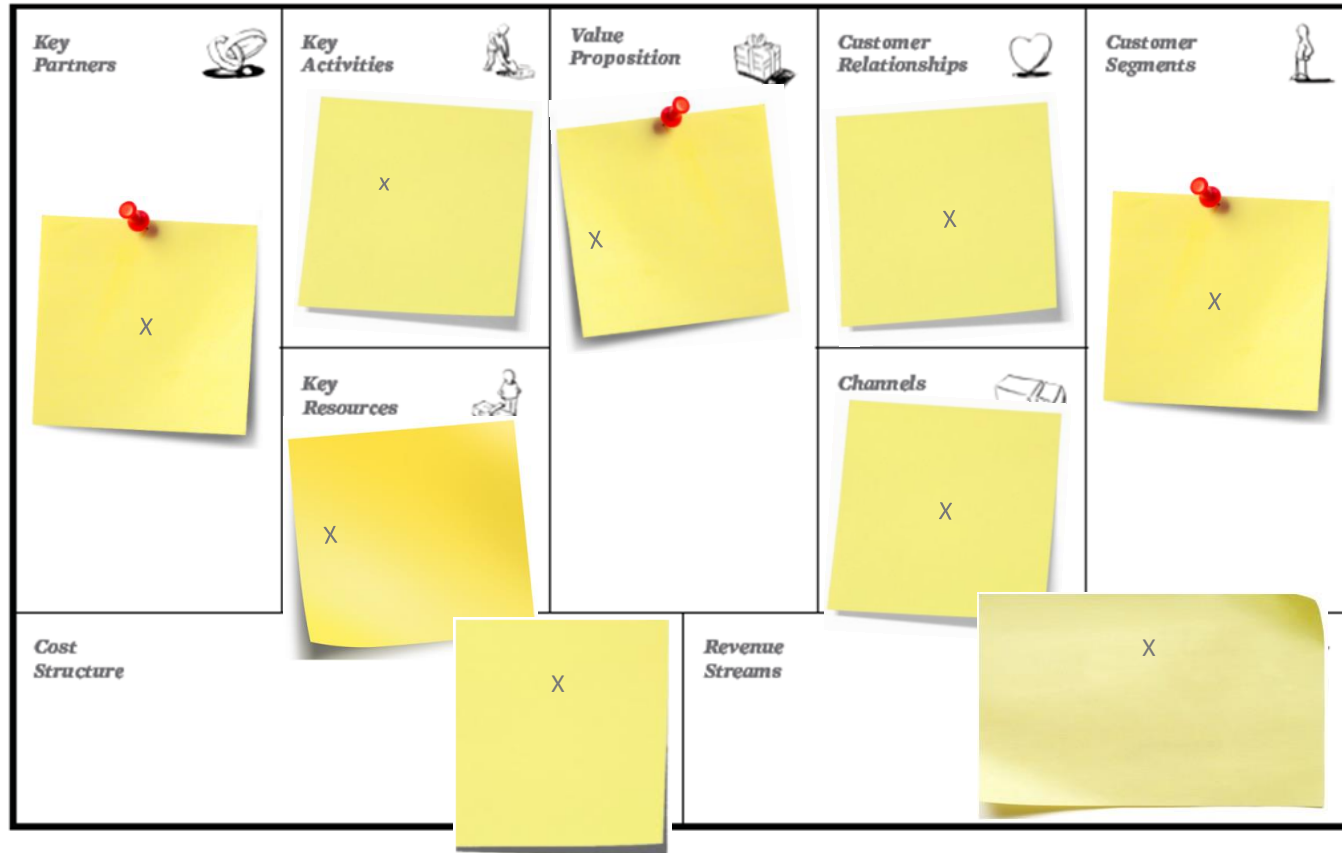






Develop BMC for selected solutions

The Business Model Canvas

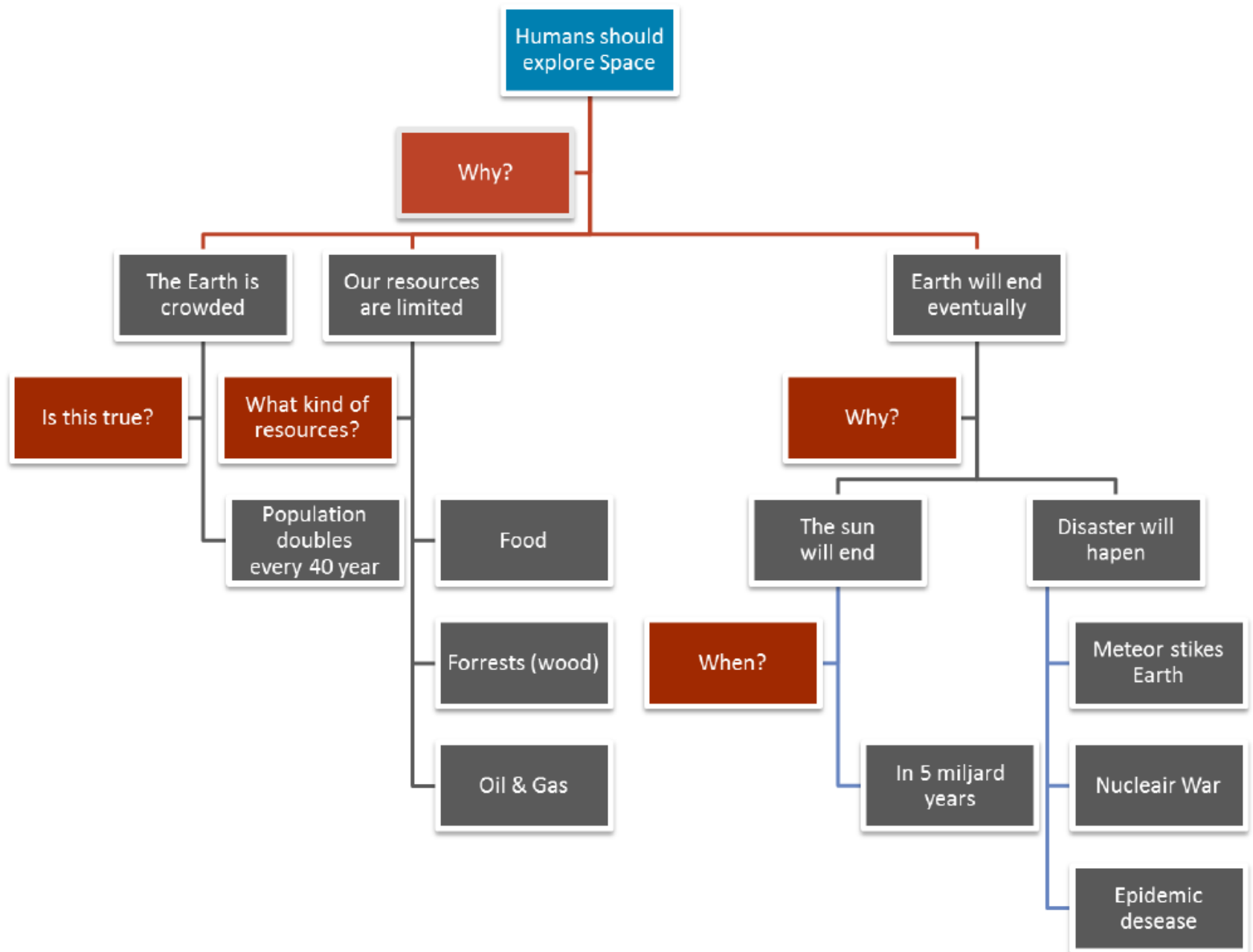


The Pyramid Principle

Some facts about people (our customers included):

- People tend not to listen to things they already know.
- Only if it is of interest, people want to find out what they don't know.
- If people hear something they don't know, it raises questions.

Making a statement to your audience that tells them something they don't know, will automatically raise a question in their minds. Why? How? Is this true? Etc. The listener will be focused to hear an answer to this question. A question-answer dialogue like that will ensure the listeners attention.



Contact Centre Main Purpose Model

Call Centre's Main Purpose Model	
Mission	To be a world class Customer Contact Centre.
Vision	To retain customers by resolving their problem on the first call and having CSR's that are very satisfied working in the call centre.
The Way we Work	<ul style="list-style-type: none"> ➤ Let the customer be the ultimate judge of our service. ➤ Make the satisfaction of the customers' needs our primary mission. ➤ Have CSR's with the proper skills, knowledge and abilities. ➤ Conduct ourselves with the highest standard of integrity and honesty. ➤ Ensure that our policies, processes and technology assist us in achieving our mission. ➤ Continually quest for improving FCR, Esat and Csat in everything we do. ➤ Take ownership for resolving customer calls.
KPI's	<p>Customers calling the call centre will experience:</p> <ul style="list-style-type: none"> ➤ 80% or higher of calls are solved on the first call. ➤ 80% or higher of calls customers are very satisfied (Csat top box rating). <p>Employees working in the call centre will experience:</p> <ul style="list-style-type: none"> ➤ 50% or higher overall call centre Esat.



"Without strategy, change
is only substitution - not evolution."

Glenn Llopis, Earning Serendipity