

5 STEPS TO MINIMIZE CONTACT CENTER COSTS AMIDST SHRINKING BUDGET AND REDUCED HEADCOUNT

Using the right strategy is the difference between achieving or missing your objectives. In businesses in shrinking mode, contact centers aim to minimize cost and headcount while trying to meet customer expectations. We recommend firms that aim to do more with fewer resources use the following activities and technologies:

<ul style="list-style-type: none"> ❑ Manage your labor costs by adding contract agents through outsourcing service providers. Make sure to regularly measure the performance of contract agents against key performance indicators (KPIs) to ensure the delivery of desired results. 	<p>Consider incorporating the following within your contact center technology toolbox:</p>
<ul style="list-style-type: none"> ❑ Minimize repeat contact by analyzing repeat contacts (calls, chats, and emails) to determine common issues and address root-causes. 	<ul style="list-style-type: none"> ▶ Workforce management ▶ Web self-service with frequently asked questions (FAQs) ▶ Cloud technology ▶ Self-service activity analytics to improve containment rates
<ul style="list-style-type: none"> ❑ Make the self-service experience seamless for customers by monitoring keywords often entered into the search box on the self-service site and ensuring the right knowledge articles are served up. 	
<ul style="list-style-type: none"> ❑ Utilize analytics to observe the percentage of customer interactions that are handled through the self-service channel. Act on the resulting insights to improve containment rates. 	
<ul style="list-style-type: none"> ❑ Align customer traffic with agent schedules. Use essential workforce management capabilities, like forecasting and scheduling, to regularly predict the volume of customer care requests across all channels so you are utilizing your agents optimally. 	

Contact centers can be separated into three distinct modes to reflect the context within which they operate: growth, static, and shrinking. Each mode has its own unique characteristics. The strategies that contact centers use to minimize cost — while achieving CX and efficiency goals — must align with these characteristics. Please read Aberdeen’s study, [*Do You Have the Right Strategy to Minimize Cost in Your Contact Center?, \(November 2019\)*](#), to learn more about each mode.