



## Consulting Services

When it comes to customer experience, today's contact centers face more challenges than ever before. Despite advanced technology, additional channels for interaction and quality data to provide a good experience, they continue to be pressed to meet customers' fierce expectations for service. So, how do businesses manage the constant change in business priorities, operations and technology? How do you balance the management of limited time, resources and budget to effectively identify, prioritize, and deliver the right projects? You need the right partner that has the experience, methodology and best practices to satisfy business goals and succeed in meeting customer expectations.

Waterfield Technologies assists contact centers in aligning technology, customer data and processes to deliver on key business objectives. Our contact center consultants have over 100 years of combined experience in uncovering areas of opportunity to increase self-service call containment, reduce operational costs and deliver effective solutions with every customer interaction. We help you identify areas of the customer journey that will benefit from increased automation, artificial intelligence, CTI/CRM integrations as well as other self-service capabilities.

We are passionate about the transformation of the customer experience and committed to helping you achieve the highest possible performance in your contact center.

**Solutions that drive the customer experience**

-  Digital Transformation
-  Artificial Intelligence
-  Virtual Assistants
-  Secure Authentication
-  Self-Service Automation
-  Visual IVR
-  Collaboration & Sharing
-  Systems Integration
-  Workforce Optimization

**Optimizing Contact Center Performance**

Waterfield helps businesses uncover the ‘art of the possible’ by engaging first in a contact center assessment, revealing quick wins and areas of immediate opportunity.

Each engagement is wrapped in our best practices approach and proven framework.

As your trusted advisor we help answer common questions such as:

- “Where do I start with all this technology?”
- “How do we prioritize efforts to define a strategic roadmap that meets our business objectives and customer needs?”
- “What areas of our customer experience can benefit from automation or AI capabilities?”

Our teams are passionate about solving key contact center challenges, whether it is helping deliver a new service initiative, driving changes in the approach to customer engagement, introducing new technologies or processes, or simply rolling out new capabilities.

**Our Services**

There are a variety of tactics available when it comes to contact center transformation; we know that no two businesses are the same. Waterfield offers three distinct styles of engagement that businesses can choose from to best fit their project needs.

**Discovery Assessment:** The discovery assessment is typically conducted with the key decision makers and business owners. Recommended as an initial step to any project, this two hour virtual discussion reviews business challenges, performance metrics, existing technologies and specific business objectives. Our team will uncover areas of immediate opportunity as well as provide recommendations for additional technologies and capabilities where applicable.

**Discovery Workshop:** Our discovery workshop is held onsite with major stakeholders and principal contact center management. The workshop varies from half day to two day session based on the requirements and objectives of the business request. With a ‘listen first’ approach, our consultants guide the team through a collaborative journey beginning with identification of the business challenges and ending with actionable recommendations that set you on the road to success.

**Strategic Contact Center Consulting:** Businesses seeking solutions to more complex business problems such as digital transformation or defining a strategic customer experience roadmap can leverage our team’s knowledge, insight and intentional consultative approach on a larger scale. This engagement ranges from a few weeks to months depending on the extent of the business goals. A consulting engagement often is a mix of virtual and onsite collaboration including deep dive discovery and working sessions with key stakeholders.



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