

High Performance Contact Center

Improve Customer Service through Economies of Scale and Operational Excellence

Consolidating Call Centers into a Network of High Performance Contact Centers Can Yield Quantifiable Savings to Your Bottom Line

CSC's High Performance Contact Center offering can produce real bottom line savings, including:

- 25 to 50 percent savings, with an eight month ROI
- Cost reduction through economies of scale and process/infrastructure standardization
- Increased revenue from superior service
- Migration of some customer interactions to lower cost self service

Managing a Customer Service Organization has Become More Complex

The face of customer service is changing, as superior customer care becomes essential for improving customer satisfaction, loyalty and retention. Customers expect and demand a single point of contact with service and product providers, as well as seamless interaction across multiple touch points.

The dilemma faced by providers is how to cost-effectively deliver service that consistently meets escalating customer expectations as well as exponential increases in the number of customer interactions. It is not uncommon for a company to have evolved into an environment where they operate multiple, decentralized customer care centers. This structure leads to overstaffing as well as inefficiencies and a lack of standardization of processes and performance metrics.

Characteristics of a World-Class Customer Care Organization

World-class customer care organizations share these characteristics:

- Actively monitor and maintain consistent service levels based on predefined performance metrics that are aligned with customer expectations and business value
- Operate an organizational model that optimizes physical and human assets
- Consistently delivers a meaningful experience across all touchpoints through work flow management that ensures proper resource allocation
- Integrate sophisticated CRM technologies and tools to deliver a personalized experience across all customer interfaces
- Actively manage its workforce to attract, retain and develop the highest quality customer care agents

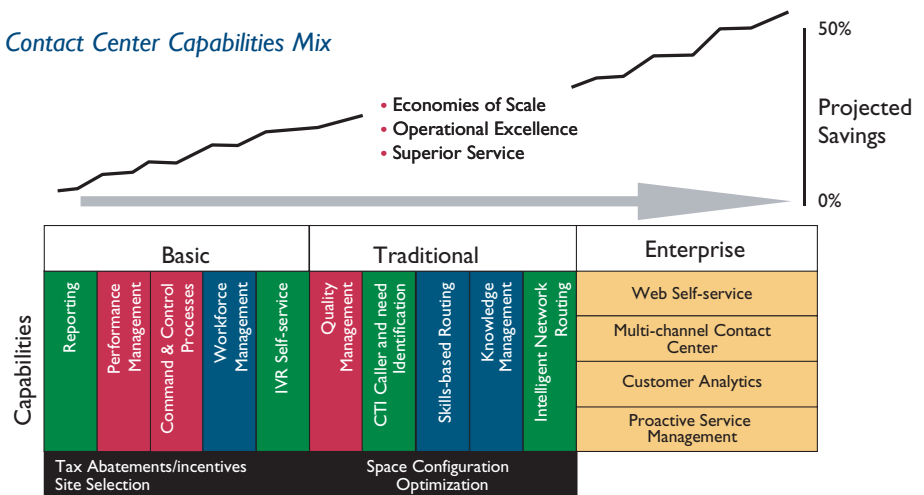
Building and maintaining such an organization can be extremely challenging. A proper balance must be maintained between three customer contact dimensions: service levels, capacity and cost. The cost of customer interactions cannot increase proportionally to the growth of the business or the complexity of the product offerings. This is an ongoing challenge that can be successfully overcome with careful analysis, planning and investments — only then can the contact center become a value creation component of a company's overall customer care strategy.

Transforming Your Customer Service Function into a Network of High Performance Centers

With CSC's High Performance Contact Center offering, you can rapidly transform your customer service function into an integrated network of high performance centers. Our experience suggests that the highest volumes, with up to 600 front line workers per center, can be handled optimally with two to six contact centers. Savings of 25 to 50 percent can be achieved by consolidating multiple, small, decentralized centers into one centralized organization.

The high performance contact center model can be achieved in incremental steps by using our collective best practices, tools and methods. We will work with you to employ a mix of capabilities based on our expertise in contact center management, customer relationship management, and site planning and selection. First, we utilize a proven diagnostic tool to confirm which new and/or enhanced capabilities to employ based on your customer service level ambition. Second, we work with you to develop a business case and phased implementation plan. This plan is tailored to meet your implementation control needs and ensures that the pace of change will achieve the desired benefits while addressing your concerns relating to risk model, financial constraints, as well as your organization's capacity for change. To accelerate the implementation effort, we've created a contact center facility template that is architected for management and support consistency and yields technically similar site designs.

Contact Center Capabilities Mix



Source: CSC, Proprietary Research, 2004

About CSC

Computer Sciences Corporation helps clients achieve strategic goals and profit from the use of information technology.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

For more than 40 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

Computer Sciences Corporation

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Working with CSC, you will achieve the benefits of a high performance center defined by:

- One logical operating model delivered across a few redundant physical locations
- Physical centers designed for operational and service excellence — with standardized and shared processes, applications, telephony platforms and administrative capabilities
- A single point of contact for customers to support all their needs
- Consolidated or "unified" customer and process views
- Targeted use of CRM technologies and processes to proactively interact with customers (cross and up selling, extended customer service)
- Availability of universal and virtual agents to provide flexibility, scalability and optimal utilization of resources
- Full command and control capabilities over all centers with standard reporting and metrics
- Migrating some portion of customer interactions to self-service.

CSC's integrated offering allows you to rapidly plan and execute the transition to a new customer-centric operating model. Our approach includes careful planning and analysis of each component area to avoid costly service disruptions while optimizing cost savings and ensuring achievement of the desired bottom line benefits.

For more information on how CSC can help your organization improve its customer service function, please contact:

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