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Creating a Post-Pandemic Strategy for Your Contact Center

Creating a strategy in such an uncertain time is difficult. **How can you plot a path when the landscape is unmapped?**

We've created this workbook to help you prepare for various post-pandemic market scenarios. With this guide, you can confidently lead your contact center through whatever the future holds.

There are two tables, one for you to copy and use, and another as an example of how to use it.

HOW TO USE THIS WORKBOOK

1. Make copies of the blank table — as many as you have scenarios for. We would suggest a minimum of two scenarios.

2. The space at the top is dedicated to your potential scenario. Use that to describe what the future might look like.

3. Fill out the rest of the blanks, answering the questions as if the scenario you described was to occur.

4. Repeat for the various other scenarios.

5. Once you have your scenarios mapped out, look for common themes and projects. This will help you to decide where to invest your resources to prepare for all eventualities.

Creating a Post-Crisis Strategy

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SCENARIO

A second wave of coronavirus puts us back into lockdown.

	Immediate Post-Pandemic	6-Months Post-Pandemic	1-Year Post-Pandemic
Where would you like your contact center to be?	• Fully remote, able to meet service levels • Taking advantage of new demand	• Expanded remote workforce to handle new clients • Maintaining high service levels	• A leader in remote CCTR ops & strategy
What does your contact center look like when you get there?	• Team fully remote • Call volume high • Struggling to meet demand • Technical issues	• Technical issues resolved • Hiring solidified • Pipeline established	• Full pipeline and predictable growth • Possible M&A with CCTRs that have struggled
What goals should be prioritized to get you there?	• Resolving technical issues to meet demand better	• Solidifying sales and HR processes to ensure ongoing success	• Filling the sales pipeline and expanding team of agents
Which resources do you need to invest in?	• Need to prioritize engineering and investment in remote technology	• Support HR with virtual recruitment	• Prioritizing investments in sales & marketing to grow pipeline

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Which resources do you need to invest in?			