

An analysis of multi channel performance

What is evalue8?

Evalue8 is an assessment and analysis of the performance of individual and collective customer contact channels.

By evaluating strengths and weaknesses of each individual channel, **Evalue8** highlights the areas requiring attention and opportunities for improvement. **Evalue8** identifies inconsistencies and areas where individual channels lack a co-ordinated approach.

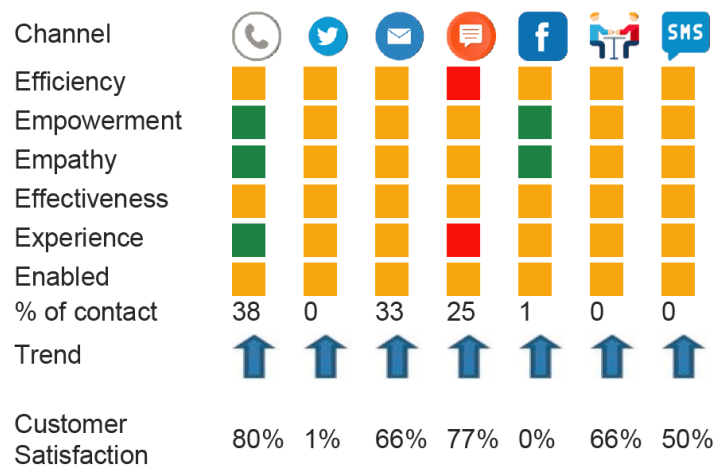
The **Evalue8** assessment is carried out on-site by one of our consultants using the **Evalue8** online application.

The **Evalue8** report provides a simple dashboard presentation of the relative performance across a range of essential criteria of multiple customer contact channels.

The report also includes a commentary for each channel together with recommendations for improvement

Benefits

- A highly visible overview of the performance of channels
- Supporting commentary identifies strengths and weaknesses of each channel across a range of criteria:
 - Efficiency
 - Effectiveness
 - Empathy
 - Empowerment
 - Enabled
 - Experience
- Identifies trends in channel shift
- Can inform future channel strategy & identify actions for improvement
- Flexibility in the number and range of channels included
- Identifies areas for future investment
- Research undertaken on site by experienced contact centre professionals.



Evalue8 is the ideal tool to identify the way that customers are engaging and the relative success of those channels. It is quick, informative and an essential aid in planning future strategies.