



## *Benchmark Your Call Center*

A Comparative Analysis for Performance Improvement

In three short weeks, this Amtech Marketing consulting service will provide you with a comprehensive Benchmark Study comparing your call center performance to that of a peer group that you define. The objective is to identify how your performance metrics

### **Data Collection:**

You will choose the selection criteria that define your peer group and will be guided through the validation of the benchmark data points. Amtech will work with your management team to gather the information necessary to submit your data for analysis.

### **Data Analysis:**

Amtech uses the services of BenchmarkPortal (Purdue University) to analyze your data and compare it to companies in your defined peer group. A comprehensive report is produced to document your standing against the peer group metrics. Amtech reviews and validates the report and makes any corrections as needed. In addition, Amtech analyzes the results and prepares a supplementary Gap Analysis Report with recommended Action Items.

### **Benchmark Workshop:**

Amtech conducts a briefing session with your Benchmark Team to review the Benchmark and Gap Analysis Reports. During this workshop, your team decides which Action Items will be implemented.

### **Action Plan:**

The result of the project is a definitive Action Plan that documents the specific steps to take to enhance your call center operation.

### **Change Management:**

Your Amtech consultant will work with your Benchmark Team on a quarterly basis to update your Benchmark Study and evaluate the results of your improvement initiatives.

compare to "Best in Class" metrics from your peers and to define improvement initiatives that will provide the most immediate, positive results.

### **Your Benchmark Study will include:**



**Call Amtech Marketing to learn how Benchmarking can help you maximize the efficiency and effectiveness of your contact center.**

**Call today: 888-546-4844**

**303-814-1379**

**[www.amtechmarketing.com](http://www.amtechmarketing.com)**



**AMTECH MARKETING, INC.**  
For Exponential Call Center Enhancement



**Call Amtech Marketing to learn how Benchmarking can help you maximize the efficiency and effectiveness of your contact center.**

***Call today: 888-546-4844***

**303-814-1379**

**[www.amtechmarketing.com](http://www.amtechmarketing.com)**