

Center of Excellence
Herbalife
Distributor Services Call Center

The certification process is management's best path to a World Class Quality Call Center.



Congratulations to Herbalife and Merrill Lynch who have surpassed all the criteria required to be fully certified as a quality call center providing a balance between efficient and effective service.



Center of Excellence
Merrill Lynch
Global Private Client Services and Technology
Direct Client Services

For more information contact:

Michael Feinberg
Director of Business Development
(443) 394-2500
MichaelFeinberg@BenchmarkPortal.com



3130 Skyway Drive, Suite 702 • Santa Maria • CA 93455
(805) 614-0123 FAX (805) 614-0055



CALL CENTER CERTIFICATION
Center For Customer-Driven Quality
PURDUE UNIVERSITY
Awarded by BenchmarkPortal

Introduction to Certification

As the customer service call center has become the most vital interface between a company and its customers, it has become critical that the call handling process be conducted both effectively and efficiently. Many companies now want a "third party" opinion regarding how well their call center is functioning in its strategic role of getting, keeping, and growing customers. This business need to rate the performance of a company's mission critical call center has led to call center certification.

Call center managers who wish to implement best practices and attain world-class performance in their industry can call upon us to certify their call centers. Our rigorous certification process has the advantage of referencing all performance goals to our best practice database of thousands of call centers. Thus, you will be held to performance levels that will improve your competitive position, not just force you to adhere to an arbitrary standard.

The certification process is management's best path to a World Class Quality Call Center. Our certification program is unique in the world as it sets performance standards according to Peer Group Best Practices. The statistics are determined through continuous processing of thousands of performance metrics stored in our data warehouse, which is the largest in the world.

The Need for Call Center Certification

Since companies spend vast amounts of money implementing and operating call centers to ensure a competitive edge in customer service, it is vital that the call handling process be conducted at best practice standards. This need to function at best practice levels has, in turn, created the need for third-party certification that shows when call centers are operating at this high level of call handling performance.

BenchmarkPortal manages the call center database originated at Purdue University's Center for Customer-Driven Quality. This data warehouse of call center best practice statistics includes thousands of call centers in 24 industry segments. These performance data are kept current and accurate, and are used by call center professionals worldwide to establish goals for best practice call center performance.

Our Call Center Certification process is unique in the following ways:

- ▶ Is based strictly on a quantitative approach, rather than a qualitative approach where performance issues depend upon the judgment of a trained auditor.
- ▶ Begins with a thorough statistical comparison between the call center striving to be certified and a "peer group" of similar call centers in the same industry sector.
- ▶ Is based on a "balanced scorecard" approach, namely, certified call centers are able to manage call handling at a high level of both efficiency and effectiveness, i.e., high quality in terms of results, and low cost.
- ▶ Pinpoints areas of high performance, and quantifies gaps in areas of low performance, based on hard statistical comparisons.
- ▶ Uses only established scientific methods to measure the achievement of certifiable best practices standards.

The Steps in the Certification Process

The Call Center Certification process is conducted in four phases as follows:

Phase One - An in-depth performance benchmark audit of your call center is conducted. In this process, we compare your performance with a statistically valid sample of call centers that are functionally similar to your call center in size, type of calls handled, and industry segment. The Phase One report indicates specifically and quantitatively all the performance gaps in your current call center deployment.

Phase Two - We conduct a "deep dive" into the major gaps that were highlighted in the Phase One report. This discovery process focuses on twelve key call center processes, for instance, human resources, leadership, business intelligence, technology, workflow process, and more. The Phase Two report is a series of specific recommendations for call center improvement leading to certification.



*Example of
Certificate of Efficiency and Effectiveness
Signed by Dr. Jon Anton*

Phase Three - We conduct another in-depth performance benchmark of your call center to ensure that you have reached the quantitative performance level needed for full certification.

Phase Four - We come back annually to benchmark your performance to ensure that you are continuing to operate your call center at or above the quantitative performance level needed to maintain full certification.