

Unlocking Hidden Potential: Maximizing Your Tech Investment

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Overview

This session will cover a proven strategy to leverage your call center technology and tap into underutilized features within your existing platforms.

Current Technology Assessment

Review your vendor contracts.



Identify Innovative Solutions

Create a wish list of creative and innovative solutions to leverage technology.



Build Partnerships

Gain buy-in from Finance, HR, I.T, Marketing and Sales.



Expand Technology

Leverage call center technology and expand usage in other departments.



Marketing

Promote technology benefits, usage and ROI to executives, business partners and team members.



Pay It Forward

Share the success!!



Challenges

- ❖ Budget reductions
- ❖ Expanded scope of work
- ❖ Limited resources
- ❖ No funding for new technology
- ❖ No system integrations
- ❖ Reduction in Overtime

Increased Expectations

- ✓ Achieve SLA
- ✓ Improve Quality Performance
- ✓ Improve Turn Around Times
- ✓ Improve VOC
- ✓ Increase Revenue
- ✓ Reduce Customer Churn
- ✓ Reduce Employee Turnover
- ✓ Reduce Errors

Contact Center Technology

Session Participants

Thank you for joining this session. What roles are represented in the audience?

- ★ Directors
- ★ Managers
- ★ Supervisors
- ★ Technology Leaders

Call Center Technology

Common tools used in contact centers.

- ❖ CRM
- ❖ ERP
- ❖ Gamification
- ❖ Quality
- ❖ Knowledge Base Tools
- ❖ Reporting Tools
- ❖ Telephony Platform
- ❖ Voice of the Customer
- ❖ Workforce Management

Telephony Platform

How many features & functions are you using today with your current telephony system?

Examples:

- ❖ Dialer
- ❖ Omnichannel
- ❖ Queue Call Back
- ❖ Promotional Messaging
- ❖ Sales Campaigns
- ❖ Voicemail

Leverage Technology to Support Business Needs

- Examples -

- 1 Attendance Hotline (Voicemail to Email)
- 2 Outage Redundancy
- 3 Packing List (Routing | Completion | Email)
- 4 Performance Tool (Gamification & Scorecards)
- 5 Speech Analytics
- 6 U.S Mail Correspondence



Contract Review

Reviewing and understanding your telephony contract is a strategic imperative, unlocking insights that drive operational excellence, cost efficiency, and long-term success.

Review Contracts

- Meet with vendor Technical Account Manager
- Know all available features & functions
- Confirm included features & functions are active
- Identify paid functions not in use

Post Session Action Item

- ✓ Request a copy of contracts
- ✓ Connect with IT to confirm usage of features & functions
- ✓ Contact your TAM to request a listing of all available products, functions and features
- ✓ Create a listing of usage & non-usage

★★★★ TIP ★★★★★

Before investing in a full stand-alone product suite (Salesforce, Zendesk, MS Dynamics), ask provider if they have an integrated Application Program Interface (API).

Cost Savings: license fees and implementation cost.

Conduct Technology Assessment

1. What is working?
2. What are the challenges?
3. What are the Business Needs?
4. What features, functions or tools are needed?

Wish List: Innovative Solutions

- ★ Features
- ★ Functionality
- ★ Reporting
- ★ Tools
- ★ What will give you a competitive advantage?

Build Internal Partnerships :

Building internal partnerships not only strengthens collaboration, it expands your professional brand and credibility across the organization.

*Elevate your
influence...*

- Finance
- Human Resources
- I.T
- Marketing
- Sales
- Strategy

Negotiation

- The final price isn't the final price
- Negotiate when adding more users or more functionality
- Contract Addendums:
 - New Functionality
 - New Users
 - Price Changes
 - Removal of Functions

User Conferences

- Become a Technology Super User:
 - Get to know the people, processes and technology
 - Offer to be a Beta Tester
 - Vendors will rely on your feedback for enhancements
 - You will become a Valued Asset to the Vendor
- Attend vendor user & industry conferences
- New job negotiations: include sponsorship and funding for 2-3 user conferences a year
- New technology implementation
 - Some vendors offer free passes for the first year
 - Discounts offered if you present at the conference
- Partner with the vendor for video testimonials and white papers on success
- Plan to meet with the Solutions or development team to discuss the road map
- Go prepared with your wish list



Tip: During the sales or onboarding process, you can ask or negotiate for tickets to attend the annual user conferences.

Communication

- Break up the Silos
- Communicate new features & functions
- Share updates:
 - All team members
 - Business Partners
 - Finance
 - IT
 - Human Resources
 - Marketing & Sales
- Seek volunteers to support projects
- Seek implementation subject matter experts

Subject Matter Experts

- Engage team members from different teams
- Provide opportunities to participate in project meetings
- Develop subject matter experts:
 - Schedule SMEs to attend several training sessions
 - Partner SMEs with training team
 - Add SMEs to team meetings to provide updates to peers
 - Include SMEs when developing wish lists

Omnichannel

Omnichannel creates connection to deliver seamless experiences, that drives satisfaction, efficiency and loyalty across every interaction.

*Meet your customers
where they are.*

- Are you offering all media channels?
 - Chat
 - Email
 - Fax
 - Phone
 - SMS
- Are you using Omnichannel for back-office functions?
- Are you scanning and routing work?
- Are you using dashboards for back-office work with Omnichannel?
- Identify departments that can benefit with the new technology: Accounting, Manufacturing, Marketing, Sales and remote sites.
- Usage for site emergencies, disaster recovery and Kaizen continuous improvement projects

Expand Technology Across the Organization

Contact Center Technology isn't just for inbound calls, it's a catalyst for organizational excellence to drive alignment, efficiency, and shared success.

Other Departments

- Accounting
- Marketing
- Sales
- Supply Chain

Promote Functionality & Reporting

- Campaigns
- Conversion Rates
- Promotional Messaging
- Renewal Letters
- Response Rates
- Speech Analytics
- Transition to Paperless

Empower the entire organization to operate smarter, faster and more connected.

Marketing

Marketing is Everything & Everything is Marketing!!

- ★ Communicate | Implement | Measure the Success | Promote & Celebrate!
- ★ Promote the results from sales activity, marketing campaigns, and more.
- ★ Periodically remind and communicate the features and functionality.
- ★ Promote results to senior leaders, business partners and team members.
- ★ Market the value of the solution.

Benefits

- Cost Savings
- Limit Frequency of Changing Vendors
- More Products & Services Increases Negotiating Power
- Subject Matter Expertise
- Vendor Relationship Value

Return on Investment

Leverage drives return. Strategic use of call center technology, transforms innovation into savings, value and measurable ROI.

- Get creative and innovative with your solution.
- Track | Measure | Report
 - ★ Cost savings
 - ★ Customer Experience
 - ★ Error Reduction
 - ★ Quality
 - ★ Productivity
 - ★ Retention
 - ★ Revenue

Pay It Forward

- Measure the Success
- Share the Success
- Celebrate the Success!
- Attend industry user conferences
- Present at user conferences to share success
- Share Wish List
- Join Customer Advisory Boards

THANK YOU

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