# 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.



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.



Leverage call center technology and expand usage in other departments.

#### **Marketing**

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

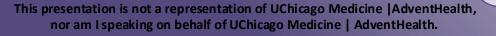
#### **Pay It Forward**

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
- ❖ O m n i channel
- Queue Call Back
- Promotional Messaging
- ❖Sales Campaigns
- ❖ Voice mail

#### 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 & nonusage



Before investing in a full standalone 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**

Meet your customers where they are.

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

- 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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