THE
LEVELX4
Bulletin

LEVEL UP YOUR CONTACT CENTER STEP BY STEP

The key to...

Make customers come back again and again

Improving customer experiences can be complex. But it doesn't have to be. The LEVELX4 engine takes out the guesswork and helps you immediately focus on 5 priorities that will have the biggest impact on customer loyalty and satisfaction.

There's something about the saying what goes around comes around. And that also applies to the way organizations, especially contact centers, engage with customers and their teams. It's all about respect.

Respect is the baseline for good results
Respect is vital to achieving lasting results in your contact center and one of the cornerstones of the LEVELX4 engine. **Everything we do is founded on respect to achieving happy customers, happy employees, and happy business.** That's also why teamwork among all customer contact stakeholders takes the front seat when it comes to improving customer experiences.

The LEVELX4 algoritm gives you 5 priorities to instantly make an impact
LEVELX4 is a **proven method for assessing and developing contact centers** based on more than 15 years of research involving +300 organizations.

Thanks to the digital assessment, completed by your customer contact team, and the work of the algorithm, **this framework considers your as-is situation and immediately defines 5 priorities** that you should be focusing on to reach maximum impact on customer experiences, teams, and business.

The transformation is clear. No one will no longer be left feeling like constantly fighting fires, trying to randomly improve on 700 parameters. Instead, **the LEVELX4 framework provides instant direction and instant added value.** Suddenly, you'll have a clear action plan on how to make customers come back again and again.

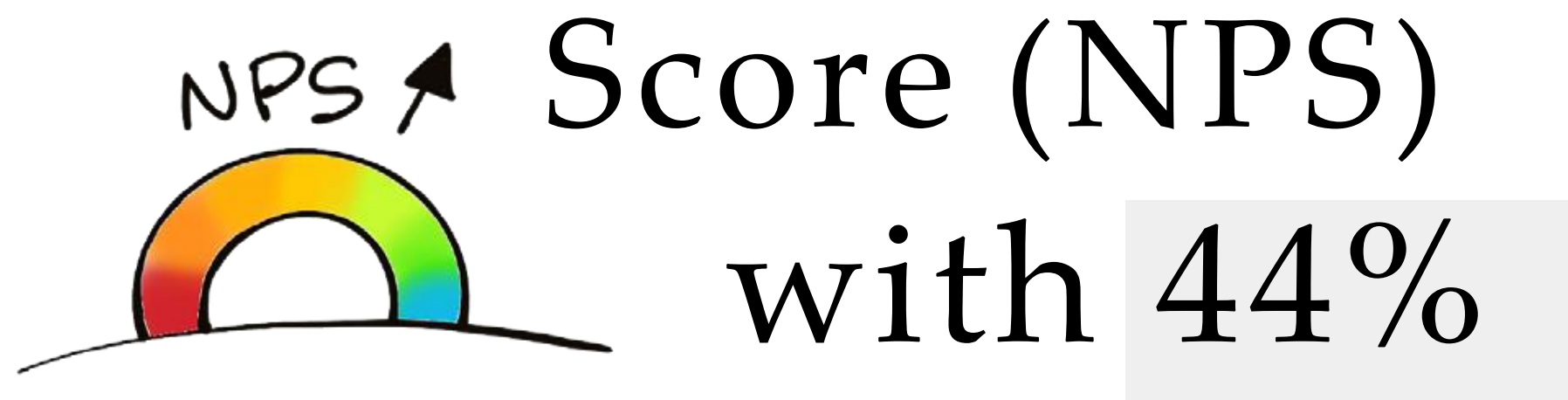**The LEVELX4 engine really works. But don't only take our word for it.**

Become the best in class

Eneco increases Net Promotor Score (NPS) with 44%

Do like Eneco and become the best in class. LEVELX4 can help you achieve striking results just like the rest of our customers

During five years, **Eneco Belgium** has matured into a Level 4 Contact Center thanks to an incredible commitment from everyone on the team.

Eneco has relied heavily on data to make the right improvements in their contact centers and consequently booked impressive results.

The company grew from **30K to 300K customers in five years, they only tripled the number of contact center employees, and still, they achieved a 44% NPS increase**.

Continuous improvements at Eneco
But it doesn't stop here. Christophe Degrez, CEO Eneco Belgium, says:

"We carry out the LEVELX4 assessment every year to **constantly monitor our processes and adjust where necessary**. Ultimately, it's about continuous improvement of the service. By comparing the annual measurements, we know exactly what improvement points to focus on."
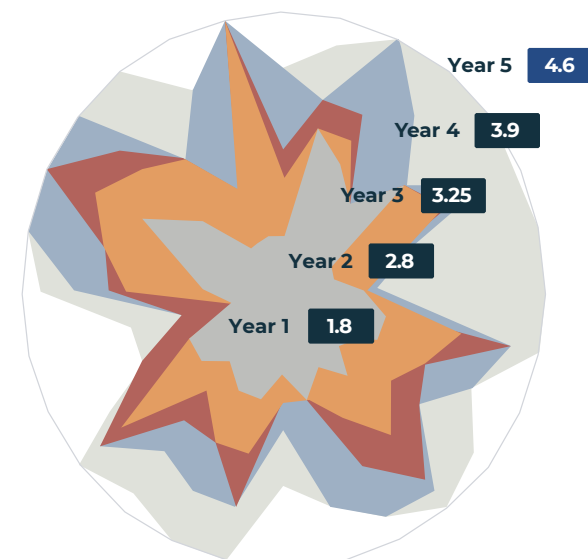
Evolution of maturity score at Eneco Belgium

Proximus aims to grow to highest NPS
Over the next three years, Proximus aims to grow into the best digital service provider with the highest NPS in the market. **Gerd Bogaerts, Director Customer Help Center**, shares how:

"Each year, **we'll work on no more than three or four transformational improvement trajectories so that sufficient focus is possible**. After three years, we'll have completed 12 routes, and if all goes well, we'll have achieved what we wanted."

Bogaerts says, "We see LEVELX4 as one of the elements that will help us achieve our ambitions, including a good foundation for our front office. **Without that solid foundation, you'll very quickly hit a wall again**."

Clear insights to move ahead for 24PLUS
Carl Buelens, CEO at 24PLUS, is very clear on why they opted for LEVELX4. He adds, "LEVELX4 provides us with **insights from various perspectives in the organization**."

Net Promoter Score (NPS) is a metric for customer loyalty and satisfaction and calculated by asking customers **how likely they are to recommend your product or service to others** on a scale from 1 to 10.

Buelens continues, "It's founded on a meth- od that is based on a large volume of em- pirical research material like 1) where do we stand today as an organization compared to the benchmark, and 2) what is our ambi- tion on various parameters."

Decades of substantiated research with +300 organizations proves the value of LEVELX4

LEVELX4 is anchored in a scientific environment at academic level through a reasearch partnership with RSM, Rotterdam School of Management.

Decades of experimental, real-life research (2008-2020), involving +300 organizations have led us to find that the LEVELX4 algorithm effectively delivers continuous improvements.

In fact, Eneco Belgium was one of the organizations taking part in this research and provides a representative sample of the other organizations that took part in the research.
In the summer of 2021, another 300 assessments are completed, which will provide even more valuable insights and on the before-after collaboration.

RSM *Erasmus* | **Rotterdam School of Management Erasmus University**

Get your roadmap to growth

LEVEL UP YOUR CONTACT CENTER STEP BY STEP
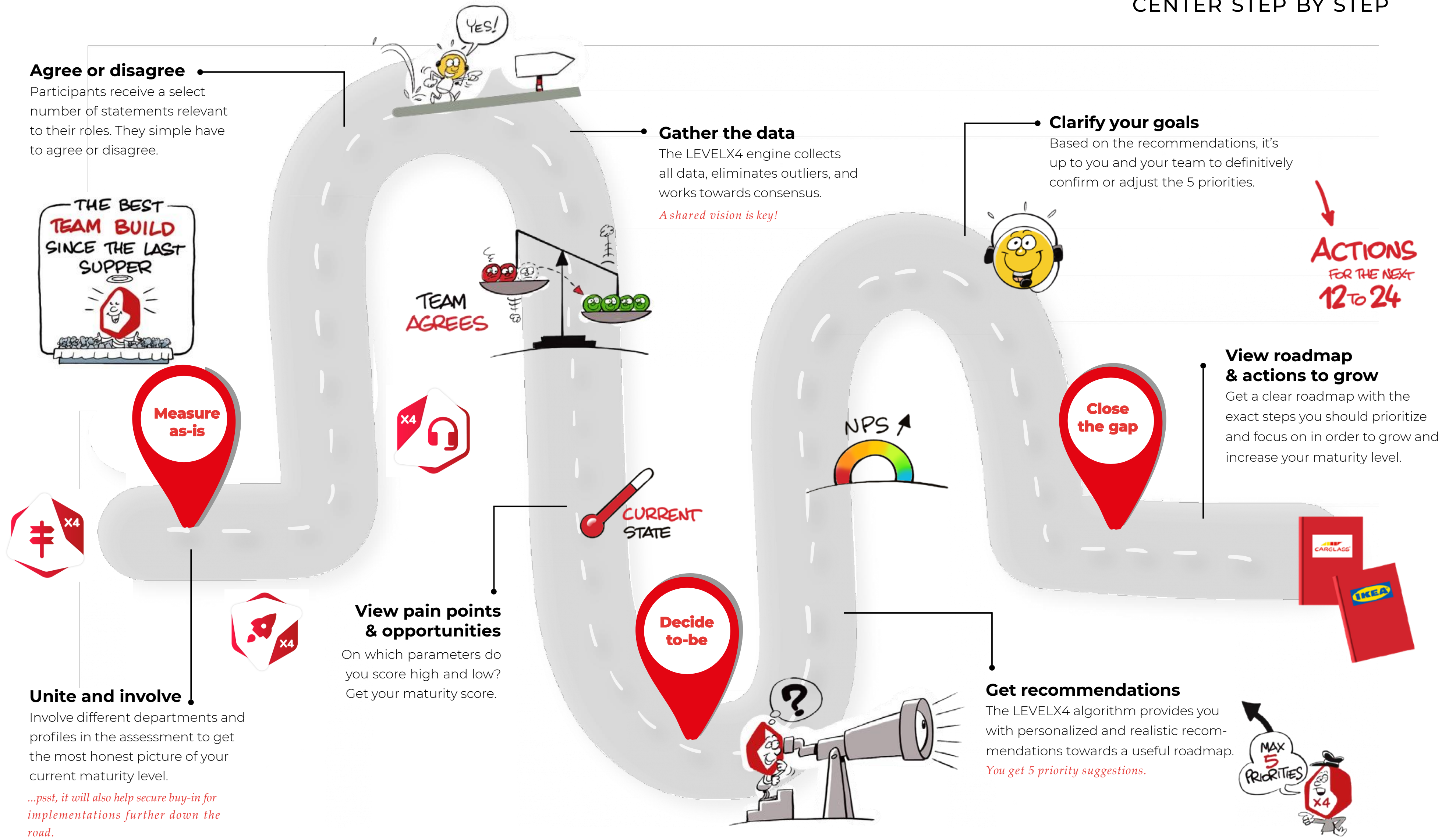
Agree or disagree
Participants receive a select number of statements relevant to their roles. They simple have to agree or disagree.

THE BEST **TEAM BUILD** SINCE THE LAST SUPPER

Gather the data
The LEVELX4 engine collects all data, eliminates outliers, and works towards consensus.
A shared vision is key!

Clarify your goals
Based on the recommendations, it's up to you and your team to definitively confirm or adjust the 5 priorities.

ACTIONS FOR THE NEXT 12 TO 24

TEAM AGREES

X4

Measure as-is

View roadmap & actions to grow
Get a clear roadmap with the exact steps you should prioritize and focus on in order to grow and increase your maturity level.

Close the gap

NPS

CURRENT STATE

Unite and involve
Involve different departments and profiles in the assessment to get the most honest picture of your current maturity level.
...psst, it will also help secure buy-in for implementations further down the road.

View pain points & opportunities
On which parameters do you score high and low? Get your maturity score.

Decide to-be

Get recommendations
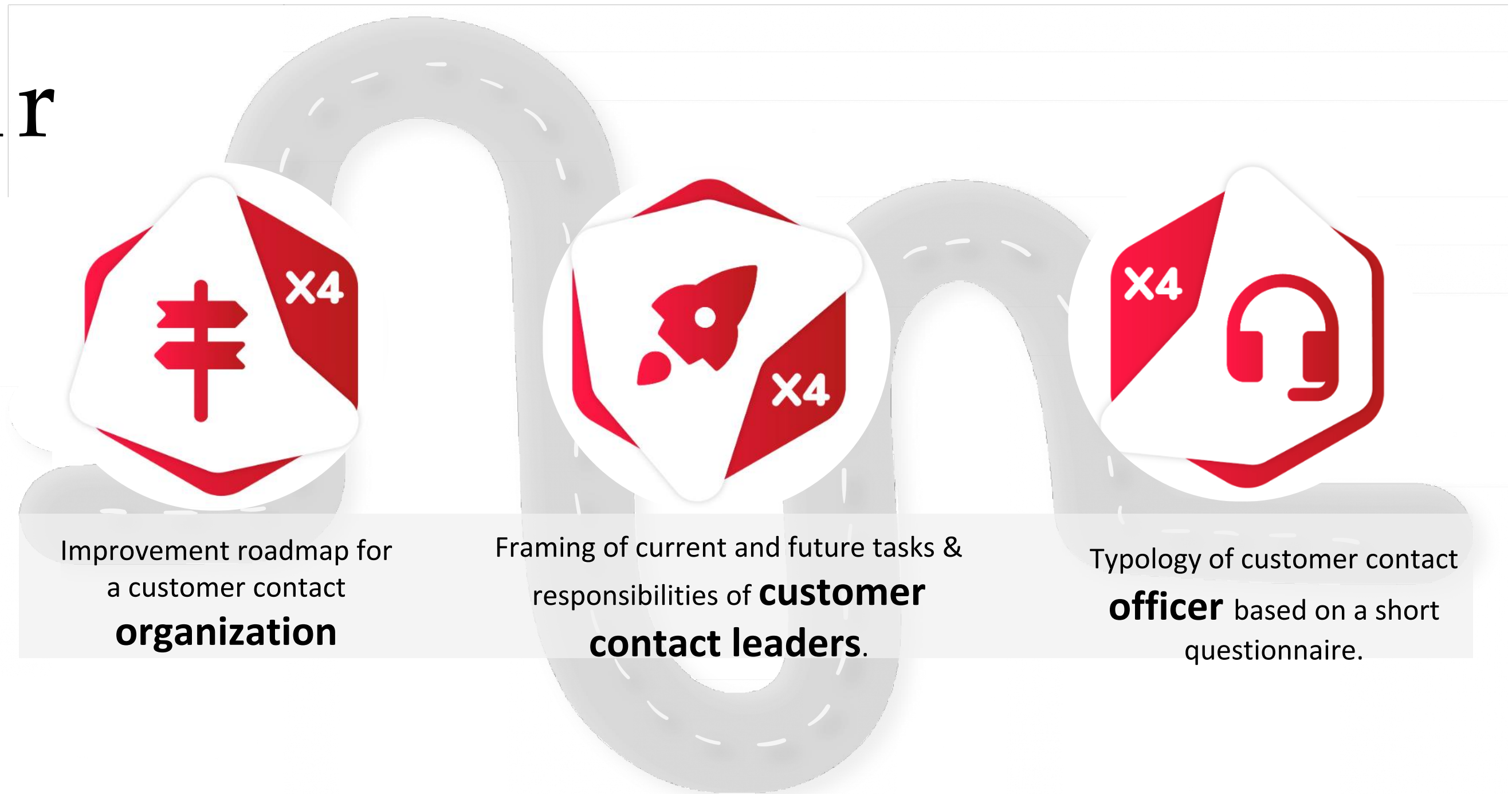The LEVELX4 algorithm provides you with personalized and realistic recommendations towards a useful roadmap.
You get 5 priority suggestions.

MAX 5 PRIORITIES

X4

CARGLASS

IKEA

6

7

Get your roadmap to growth
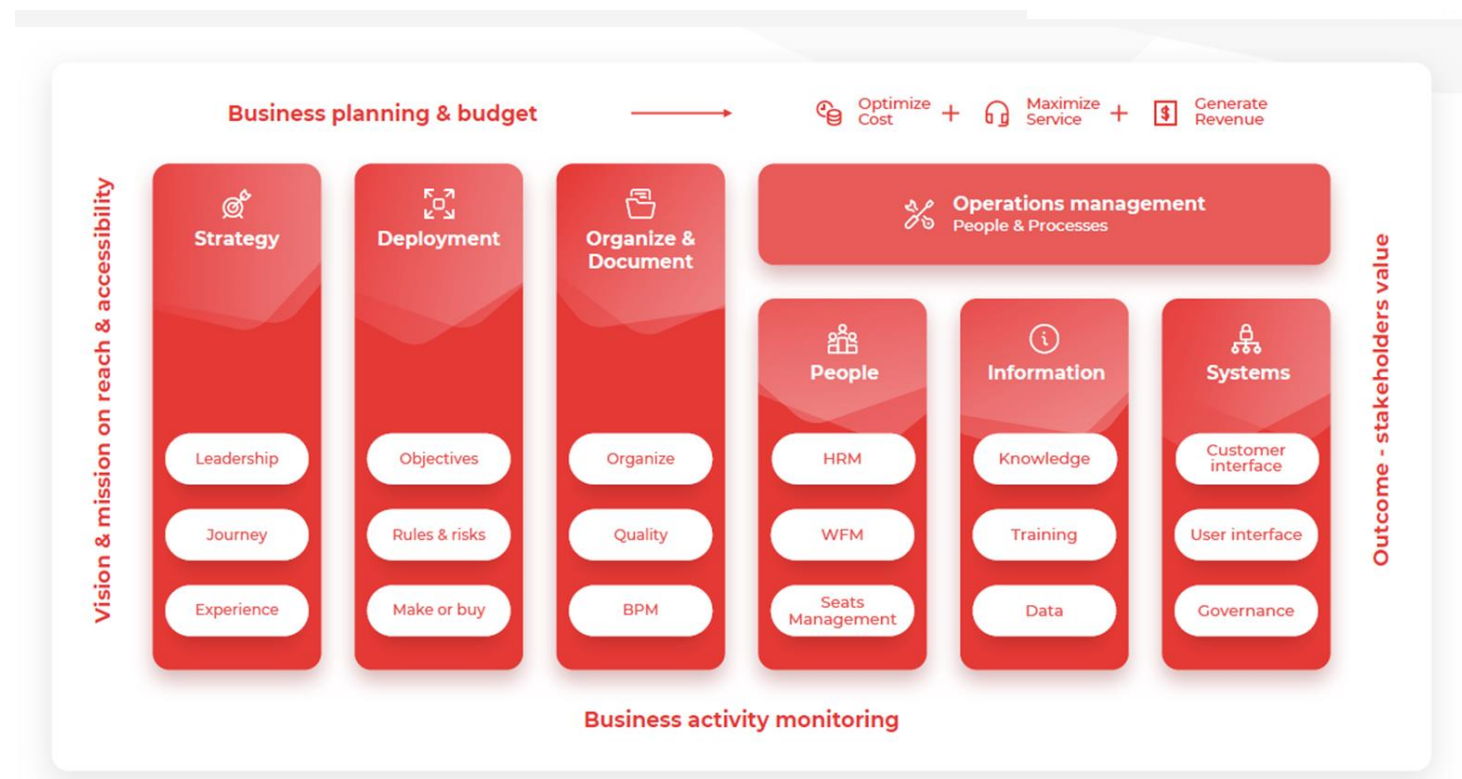
LEVEL UP YOUR CONTACT
CENTER STEP BY STEP

3Assessments to get your roadmap

Improvement roadmap for a customer contact **organization**

Framing of current and future tasks & responsibilities of **customer contact leaders**.

Typology of customer contact **officer** based on a short questionnaire.

1 Masterclass Certifying you as the Navigator

Get an honest picture and secure buy-in

It's absolutely key to involve different profiles in the assessment of your organization to get the most honest picture of where you are and to secure buy-in from teams.

Easily assign who should take part in the assessment.

Often, the extended management team selects a range of profiles from center leaders to HR and workfloor managers. You can, of course, entirely decide who you think should join from your organization.

To ensure a good mix of prifles, you can assign up to 12 people to different roles. In some cases, more than one person can be assigned to the same role. **Let's go.**
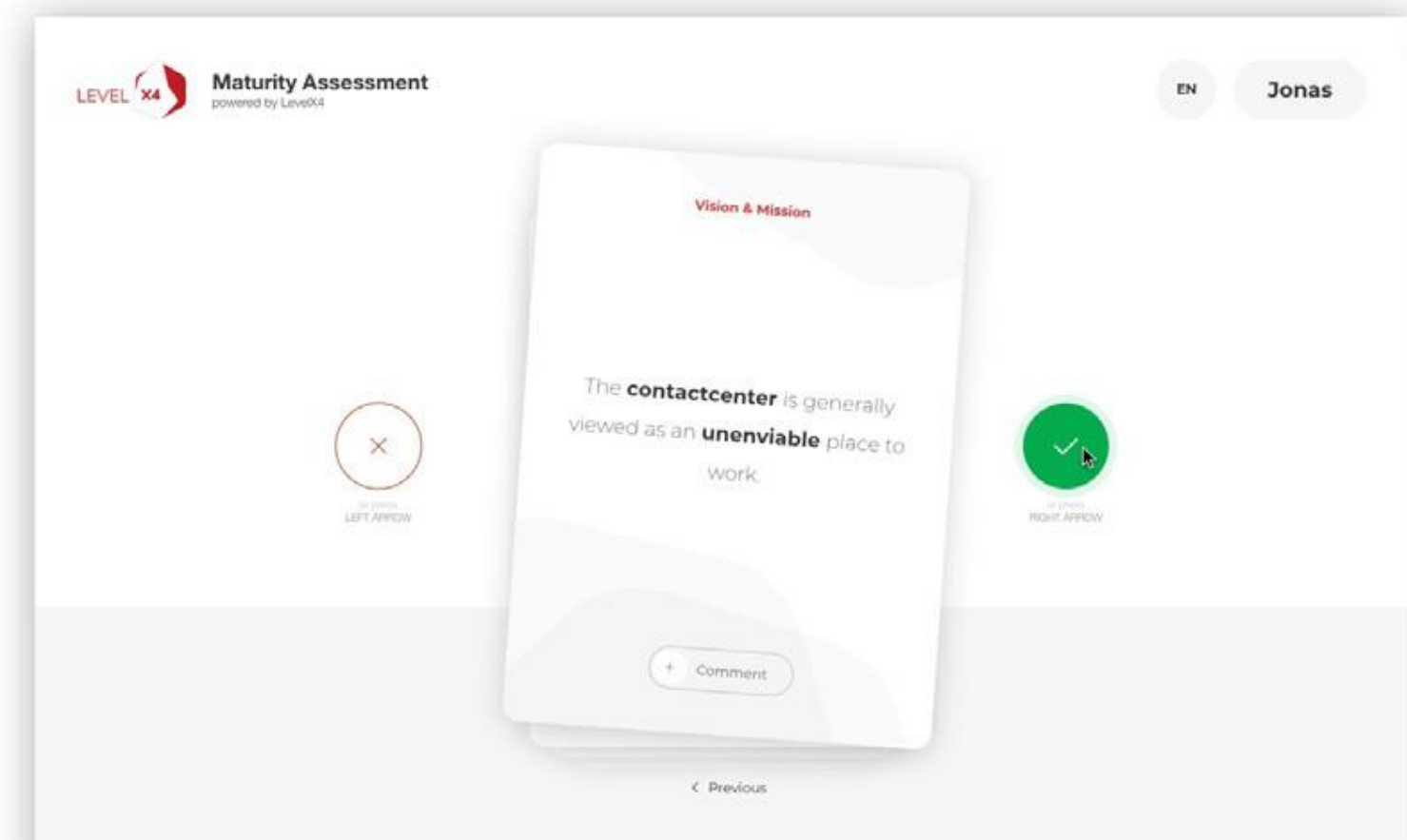
The distribution engine ensures participants get statements relevant to their roles.

1 Add company information

2 Assign roles

3 Check participant progress

4 View the maturity level as-is

5 Detemine the desired to-be

6 Review results and roadmap
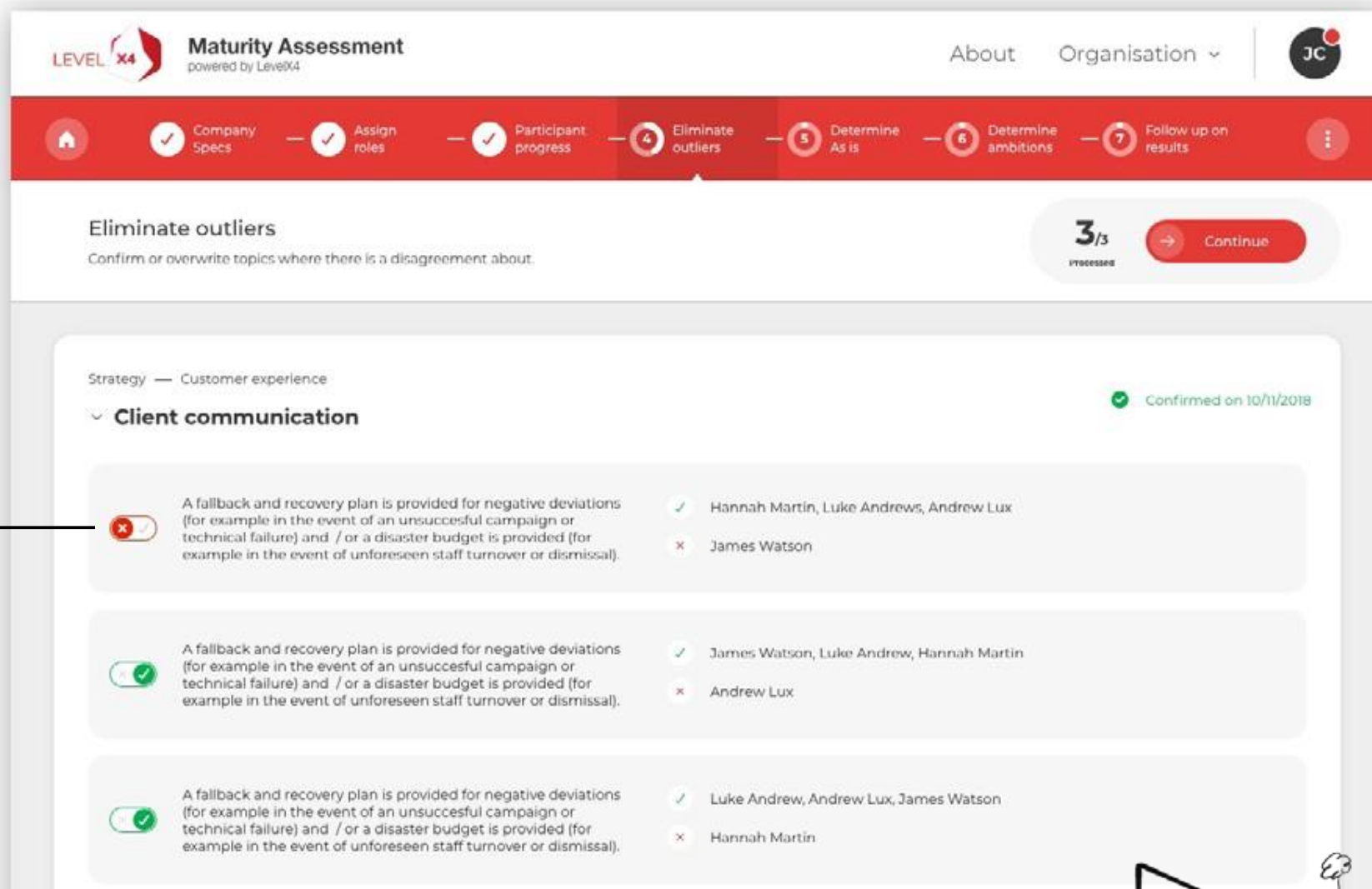
What's your temperature?

The moment of truth

CURRENT STATE

Upon completing the assessment, the LEVELX4 engine is put to work. First, it collects all the data from the assessment to eleminate outliners. Second, it shows the current maturity level.
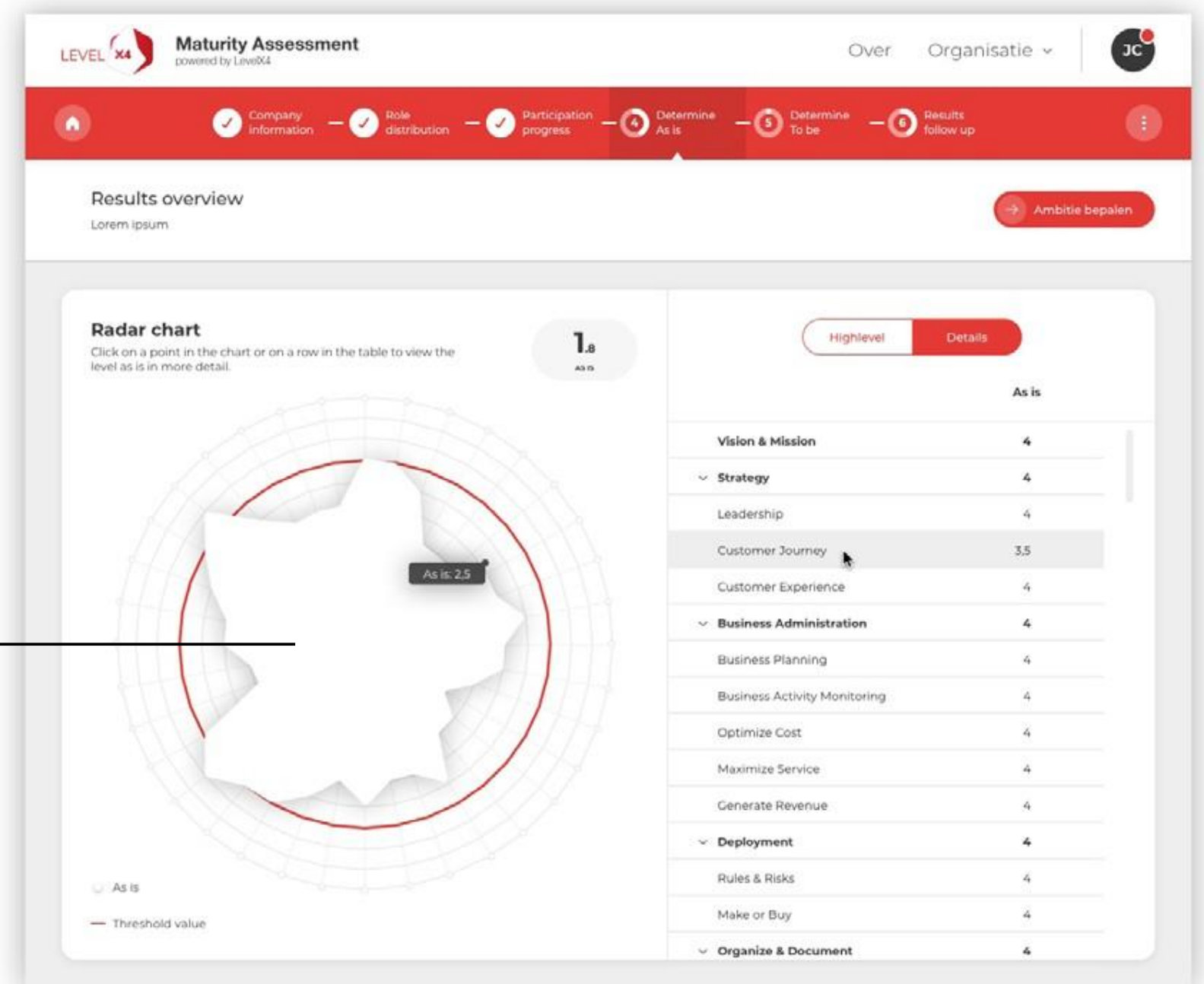

Eliminate outliers

Opinions differ. That's no secret. Identifying these differences and working towards a consensus, that's what ultimately makes a shared vision.

Current maturity level

The assessment results are shown in a radar chart so you can see on which parameters your organization scores well. The main goal is to clearly visualize pain points and opportunities for improvement while showing the maturity score on a scale of 5. 1 is the *culture of heroes,* and 5 is *continuous improvement.*
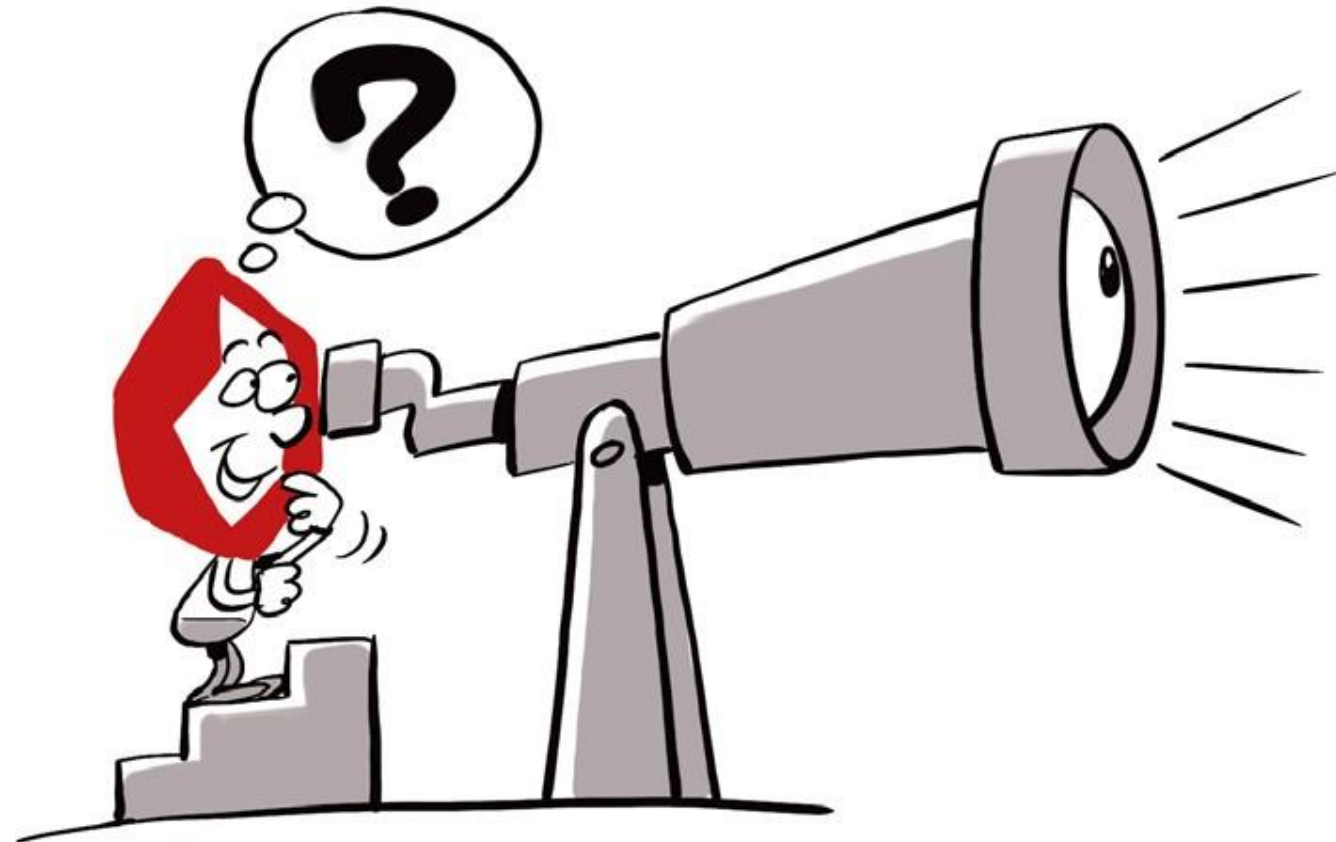
| 1 | Add company information | 2 | Assign roles | 3 | Check participant progress | 4 | View the maturity level as-is | 5 | Determine the desired to-be | 6 | Review results and roadmap |

What are your future ambitions?

The LEVELX4 algorithm provides you with personalized recommendations towards a useful roadmap. It's up to you to determine which path to take.

Ensure your goals are achievable

To guarantee growth, your goals must be realistic. That's why the LEVELX4 algorithm, based on more than 15 years of research at +300 organizations, checks whether or not your goals are achievable.

We found that the average desired maturity of an organization is 54% higher than the current. In phases of one or two years, the desired maturity level can be achieved and maintained. That's pretty impressive, right?

Determine which path you wish to take

Based on the joint input, the algorithm determines 5 levels of priorities. Now, it's up to you to definitively confirm or adjust these priorities.

Still on the fence?

Let's have a chat to discuss what's next for your contact center.

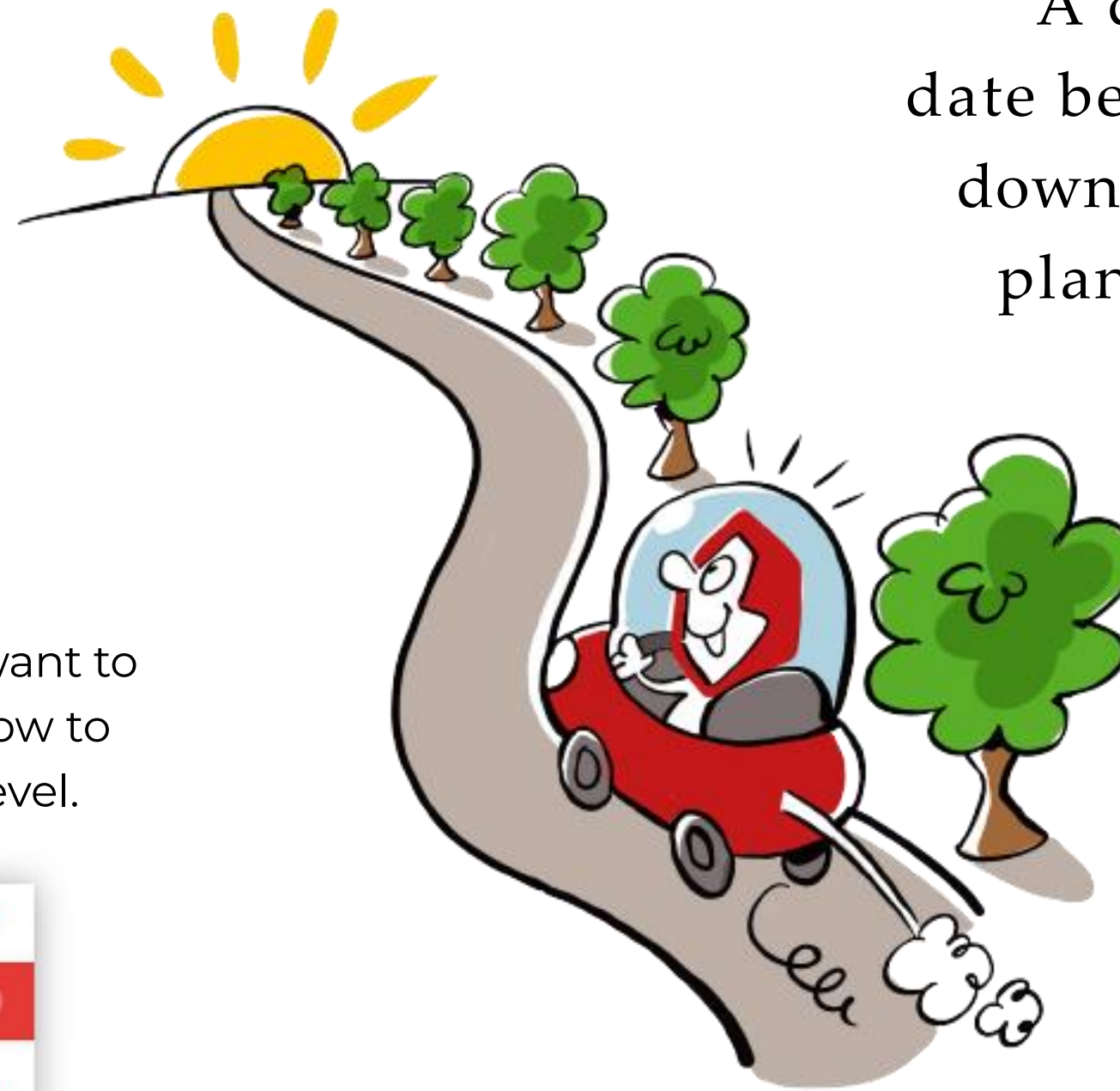Just click the button below, and book in a moment that suits you.

We're looking forward to speaking with you soon. Cheers to the growth of your contact center!

Click here to schedule a call

1 — Add company information
2 — Assign roles
3 — Check participant progress
4 — View the maturity level as-is
5 — Detemine the desired to-be
6 — Review results and roadmap

Your road to success

A dream written down with a date becomes a *goal*. A goal broken down into steps becomes *a plan*. A plan backed by action becomes *reality*.

— Uknown

Results and roadmap

You know where your organization is, you know where you want to go, and now it's time to review the results and actions on how to close the gap between your current and desired maturity level.

Let clarity replace overwhelm and get the exact steps to grow your center

Any change in organizations is typically followed by overwhelm, leaving teams with the feeling of constantly fighting fire because there's no view on the direction. That's where LEVELX4 differs.

With the input from your teams and **the work of the algorithm, you'll have a clear roadmap** that shows you which exact steps you should prioritize and focus on in order to grow.

Suddenly, overwhelm is replaced with clarity and everyone inside the organization knows what they are working towards.
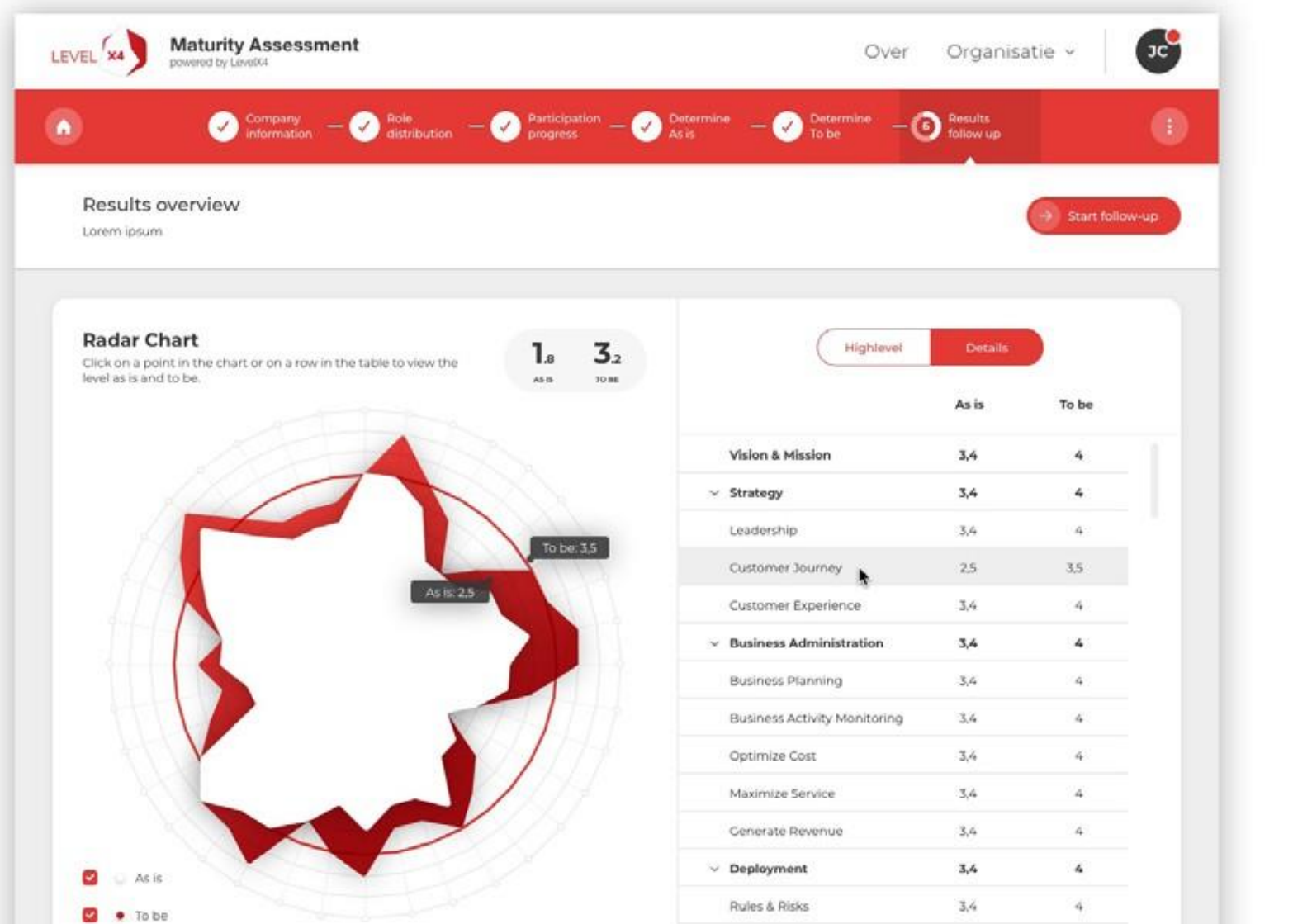
The results translate into a roadmap with actions for the next 12 to 24 months to help you and your team gain a razor-sharp focus that will guarantee growth.

Start your LEVELX4 Assesment now

No time to waste. Start your LEVELX4 Assessment today and get the 5 priorities you need to focus on in order to see real change whatever your contact center goals are.

Click here to start the assessment

A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action becomes reality.

LEVEL X4