

Tall

- At least one additional channel besides voice (may be on a disparate system)
- Multiple login screens and views
- No screen pop or APIs with CRM/System of Record
- Processes of CSR/Agents are not consistent
- Wrap up codes and content are different depending on individual



Grande

- Two channels other than phone are used, may or may not all flow into the main solution
- Supervisors are empowered with some data and analytics but cannot make business decisions on the fly with that information
- Agents are still logging into multiple solutions but may have screen pop
- Clients are requesting an additional channel or means to communicate which does not exist today



Venti

- Multiple channels flow into main Contact Center system
- Business uses analytics to make informed decisions
- Quality and analytics are driven by the solution/platform to help supervisors empower agents and help customers
- Speech analytics or NLP used to improve quality
- Solution has some automation to free up agent time
- Callbacks offered in the desired follow up method and time



What size is your CX journey?