**OVERVIEW**

A Center of Excellence” culture requires a well-defined corporate vision and a leader capable of bringing life to that vision. The goal is to engage all levels of the organization by communicating, involving, planning, implementing and delivering sustainable high-performance in a team environment.

**VISION and PROCESS**

The vision must address:

* Where we are now
* Where we are going, and
* How we will get there.

The process must include:

* Clear and consistent communication
* Best practices and work plans, and
* Examples linking corporate goals and objective to roles and responsibilities.

**GETTING STARTED**

The following represents a 4-STEP process for developing a Center of Excellence model for any contact center environment (inbound, outbound, e-chat, work-at-home), or industry (banking, energy, healthcare, insurance, retail, telecommunications, etc.).

**1st Step**

Collaborate with Sr. Leadership on key goals, objectives, and short/long range initiatives:

* Quick-wins (manageable areas needing immediate attention)
* More significant change (budget, equipment, process, etc.)

**2nd Step**

Meet formally with Center Leadership team and support staffs

* Review key goals, objectives, roles and responsibilities
* Discuss KPI performance trends laying the groundwork for a Standard Operating Procedure – (SOP)

**3rd Step**

Meet informally with Center Workforce

* Share the Vision
* Share Expectations

**4th Step**

Develop, implement and execute a Center Strategy (Standard Operations Procedure – SOP)

* Review existing Center Strategy or SOP with center leadership team
* Set the Expectation – Together Everyone Achieves More (TEAM).