



Driving Successful Operations To Create Loyal Customers

At COPC Inc., we are focused on improving call center management, customer experience operations, vendor management organizations (VMOs), and procurement operations. We provide consulting, training and certification to help companies boost performance and better manage complex customer journeys. By implementing our best practices and proven strategies, your company will create loyal customers, achieve increased revenue, and reduce costs.

How we can help you

- **For call centers:** Improve overall operations or focus on one area such as quality, workforce management, or recruiting, hiring and training. We also offer RevealCX™, a Software as a Service (SaaS) for quality monitoring.
- **For CX operations:** We will advise you on all aspects of your CX operations. This includes developing your channel strategy, improving CX performance, determining appropriate metrics and targets, and conducting customer journey mapping.
- **For VMOs:** If you work with third-party vendors to provide call center or CX operations, we can improve your financial and operational performance by assessing and advising about your VMO program. This includes VMO design, contract review and strategic sourcing.
- **For procurement:** Our newest offering is certification for indirect procurement organizations based on the COPC Indirect Procurement Standard. We also will be providing training to the Standard, which will be appropriate for any indirect procurement organization in any industry.

Our Services



Consulting

Our consulting services focus on the operational aspects of the customer experience. We offer our services for call centers, CX operations and VMOs. Leveraging our 20 years of improving call center operations, we apply our proven processes to help you better manage all key touchpoints critical to the customer experience.

No matter where you are in your customer experience management (CEM) program, we can help you create, review or operationalize your strategy to drive successful interactions and create loyal customers.

How We Work with You

- **Assess your current operation to uncover root causes of your company's performance challenges**
- **Provide operational recommendations and a roadmap for implementation**
- **Engage with varying levels of support, focusing on activities with the greatest return on investment that will lead to improved performance**

If you outsource any of your call center or CX operations, we will help you ensure your vendor management organization is structured to drive high performance among your suppliers. By working with COPC Inc., you will reduce both your implicit expenses and overall cost of ownership.



Training

We have developed a global training program with more than 300 hours of professionally developed curriculum for management teams responsible for call centers, CX operations, and VMOs.

We offer public training classes in 14 countries and in numerous languages. Our most popular classes are COPC® Best Practices for CX Operations; COPC® High Performance Management Techniques (HPMT) Training; and COPC® Six Sigma for Contact Centers. We also have a 12-part online training program for call center management.

Our newest class is a two-day program called COPC® Customer Journey Mapping Certification, which prepares you to develop and implement a customer journey mapping project within your organization.



Certification

Certification by COPC Inc. is an independent and objective assessment of your operational performance for call centers, CX operations, outsourced service providers, VMOs, or indirect procurement. Certification gives your organization best practices, consistent processes, and performance metrics to achieve and sustain continuous performance improvement.

The certification process is based on the COPC Standard appropriate to your organization. COPC Inc. offers five Standards that provide performance metrics specific to your needs to drive continuous improvement. Companies that achieve certification increase sales, improve customer satisfaction, and reduce their operational costs.

RevealCX™

RevealCX™ is a SaaS quality monitoring

solution developed by COPC Inc. that allows your quality program to immediately uncover root causes of issues impacting performance in your call center or CX operation. By using RevealCX, you will improve the customer experience, sales performance, and operational costs. Your quality program will become a valuable resource to other parts of the organization by providing vital business insights.

We Produce Results

We offer a standardized, proven approach that leverages our 20 years of experience and best practices to drive significant and sustained performance improvement. At a minimum, you can expect to achieve the following results from your partnership with us:

- **Increase sales by 30 percent**
- **Improve customer satisfaction by 10 to 15 points**
- **Reduce operational costs by 10 to 30 percent**



Our Expertise & Scope

We are the experts in operational performance improvement, and we have helped hundreds of corporate brands throughout the world. We will work side-by-side with you to develop and implement the right solution to improve your call center, CX operation, VMO, or indirect procurement program.

- 60+ consultants in 19 countries
- Engagements led by a senior consultant with at least 15 years of industry experience
- Completed more than 1,700 operational reviews in 70 countries
- Operations and local management teams in North America, Europe, Middle East, Asia Pacific, Latin America, India, and Japan

Within one year of implementing our recommendations to improve performance, our clients routinely achieve at least a 2X to 5X return on their investment.

About the COPC Standards

All of our CX consulting, training and certification is based on the underlying principles of the COPC Standards, a collection of performance management systems to improve operational performance. The most well-known Standard is the COPC Customer Experience (CX) Standard, which covers all operational aspects of the customer experience. The COPC CX Standard can be applied to call centers, CX operations, or outsourced service providers (OSPs). The newest Standard is the COPC Indirect Procurement Standard, a performance management system for procurement organizations to strategically manage their indirect spend.

Which COPC Standard is right for your organization?

- **For call centers and CX operations:**
Get certified to the COPC CX Standard, CSP Version
- **For VMOs:**
Get certified to the COPC VMO Standard
- **For third-party call center or CX providers:**
Get certified to the COPC CX Standard, OSP Version
- **For healthcare providers:**
Get certified to the COPC Healthcare Service Provider (HSP) Standard
- **For procurement organizations:**
Get certified to the COPC Indirect Procurement Standard

Each COPC Standard is managed by the COPC® Standards Committee, a select group of relevant leaders from companies throughout the world. The Standards Committee reviews each Standard annually and provides updates, as needed, to meet changing market demands.

About COPC Inc.

COPC Inc. provides consulting, training, certification and the RevealCX™ software solution for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for call center operations, customer experience management, vendor management, and procurement. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior customer experience across all channels. COPC Inc. is privately held with headquarters in Winter Park, FL, U.S. and with operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

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