



**Center Reengineering  
Proposal**

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### **Introduction:**

Thank you for allowing *Kathy Sisk Enterprises Inc.* the opportunity to present our company for your review. We offer a wide range of services such as; consulting, national recruiting, call center assessments-consolidation-setup and reengineering, motivational seminars, workshops, script development, outsourcing and project management services, and teleconference training.

*Kathy Sisk Enterprises Inc.* is able to offer call center solutions and customized training programs that directly benefit companies through increased productivity and improved call center efficiency. Often companies recruit the wrong person, or equip the right person with the wrong tools. *Kathy Sisk Enterprises Inc.* removes the guesswork by developing training programs using our unique “12 Step” scripting and training platform to handle Inbound and Outbound Sales and Telemarketing and Customer Service activities.

When it comes to call center solutions such as; Site Feasibility, Center Design, Reengineering, Human Resource Practices, Developing Productivity Incentives, Hardware and Software Selection or Ergonomic Furniture, *Kathy Sisk Enterprises Inc.* has invested many years in research and has the expertise to provide personal recommendations when selecting and dealing with the best vendors. Our objective is to help you receive quality products and services at the most cost-effective prices and in the time frame anticipated.

*Kathy Sisk Enterprises Inc.* can help with setting up a brand new call center, expanding or reengineering an existing center, or to guide our clients through the relocation and consolidation process. Should our clients ever have the need to outsource their inbound or outbound campaigns, we can assist them with the best service agency selection while managing the entire campaign; From project assessment, script development, orientation, training, remote monitoring, ongoing project assessments and consultations. *Kathy Sisk Enterprises Inc.* is the “Number One Resource” for all our client’s call center needs.

### **Objective:**

*Kathy Sisk*, founder and president, has more than 30 years experience in the Call Center Industry. Kathy has had the unique opportunity of stepping into some of the most challenging call centers in the industry. Many of our clients achieve 200%-500% increases in their overall production from Kathy’s knowledge and ability to assess, train and enhance the overall culture of a call center’s environment. Each recommendation, technique and solution provided has been tested, not only by Kathy Sisk personally, but by the experts within the Telemarketing, Customer Service and Sales industries. This has provided the solid foundation that has given our company the reputation of being one of the top training and consulting firms in the industry.

# Center Reengineering Outline

## Objectives:

*Kathy Sisk Enterprises Inc.* recognizes the demands and pressures placed upon every Telemarketing/Sales Staff in an effort to:

- Handle inbound and outbound activities efficiently, professionally and profitably
- Increase sales through the use of effective outbound selling techniques
- Minimize management tracking requirements and maximize your potential
- Ensure implementation of telemarketing principles

Our goal is to help remove the guesswork that comes with reengineering your current call center operation, and to make sure it's done correctly, efficiently, and productively from the "Get-Go".

## Overview:

At Kathy Sisk Enterprises Inc., we follow a 5-phase cycle when reengineering a current call center operation. Each of the phases can be customized specific to each individual organization. The phases are as follows:

**PHASE 1: Assessment and Project Development**

**PHASE 2: Preliminary Set-Up**

**PHASE 3: Training Workshop & Implementation**

**PHASE 4: Project Status Assessment**

**PHASE 5: Hands On Implementation of New and Ongoing Projects**

In essence, the cycle is: assessment, planning, redevelopment, and implementation

NOTE: The items noted as "optional" are services that can be performed at no added cost. Items noted as "off site" are services performed at the contracted consultant's/trainer's office. All other items not noted are services provided at client's facility.

# Center Reengineering Outline

## PHASE 1-- Assessment and Project Development

### Conference With Related Management (optional)

- a. Research, evaluate and assess existing call center set up and related departments.
- b. Interview and assess staff assigned to the center/project to determine; knowledge, awareness, objectives and expectations.
- c. Draft a customized plan for redevelopment, implementation and ongoing project management. (off site)

### Identification of Scripting and Training Platforms(s)

- a. Identify all Inbound and or Outbound projects. (off site)
- b. Select and discuss the projects to conduct the initial stages of customization. (off site)

### Agent and Center Supervisor Job Descriptions

- a. Meet with human resource (assigned staff member) to discuss and evaluate specific job descriptions and hiring requirements.
- b. Draft specific descriptions and hiring methods. (off site)

### Salary and Incentive Plans

- a. Meet with human resource and other related departments to discuss salaries, incentives and departmental budgets.
- b. Draft 2-3 optional plans for consideration. (off site)

### Final Assessment and Anticipated Results

- a. Present Conditions.
- b. Immediate Recommendations.
- c. Final Solutions (Includes: Solutions for recruiting, compensation, incentives, training, quality control and management follow through). (off site)

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## PHASE 2--Preliminary Set-Up

### Recruitment--Pre-Screening (by phone) of Candidates (off site)

- a. Place ads and or evaluate existing resumes and conduct search for ideal candidates.
- b. Pre-screen potential candidates.
- c. Promote the company and compensation plan.
- d. Reference checking.
- e. In-person interviews. (Handled by client or consultant)
- f. Final selection process. (Handled by client or consultant)

### Script (Call Guide) Development (off site)

- a. Review projects (specific telemarketing campaigns).
- b. Customize and draft scripts including rebuttals.
- c. Client review of call guides, pre-approval and recommendations.
- d. Final customization including rebuttals.
- e. Client final approval.

### Training Workshop Customization (off site)

- a. Review departmental goals.
- b. Customize workshops.
- c. Client review.
- d. Final customization.
- e. Client final approval.

# Center Reengineering Outline

## PHASE 3--Training Workshops and Implementation

### **Recruitment Training For The Call Center Manager**

- a. Setting up and presenting a department tour.
- b. How to sell the company and the compensation plan.
- c. Placing ads to attract quality, reliable and long term employees.
- d. The Pre-Interview, the second interview and final interview process.
- e. Letter of hire and orientation packets.

### **Introductory Agent, QA and Supervisor Training and Role Play Sessions**

- a. Overview of training manuals, assignments and expectations.
- b. 12 Step Platform, a training course for customer service and sales.
- c. Individual and group role-plays and trainer's written evaluations.

### **Coaching, Status and Performance Evaluations, Finalize Delivery**

- a. Live call handling assessments.
- b. Individual coaching and evaluations.
- c. Group instruction and role plays.
- d. Individual performance reviews.

### **Supervisor Training, Train the Trainer, Procedural Review**

- a. Train the Trainer course.
- b. Role plays and scripting reinforcement.
- c. Hands on coaching and monitoring instructions.

### **Project Activity Coaching and “Hands-On” Reinforcement**

- a. Individual monitoring and evaluations--on track performance.
- b. Evaluate supervisor’s coaching and evaluation procedures.

### **Supervisor Teleconferences - (off site)**

- a. Training, coaching and on line monitoring.

# Center Reengineering Outline

## PHASE 4--Project Status Assessment (off site)

### Post Project Assessment

- a. Call center assessment
- b. Written analysis and final recommendations

## PHASE 5--Hands On Implementation Of New and Ongoing Projects

### Project Acceleration

- a. Advanced Technique Development and Coaching, Project
- b. Management Status Evaluation and Coaching
- c. Supervisor Teleconferences

### Project Progression

- a. Staff Coaching, Progressive Technique Reinforcement,
- b. Monitoring, Evaluations and Corporate Consultations
- c. Supervisor Teleconferences

### Project Status Assessment

Call Center and Project Assessment and Written Status Analysis

# Next Steps

## **Retainer Fee Option:**

Many of our clients prefer a longer term commitment to training and follow up for their sales and /or customer service departments. Therefore ***Kathy Sisk Enterprises, Inc.*** offers a retainer fee option. Included in the retainer fee option are several on site visits, virtual training, weekly follow-ups and ongoing consulting, report analysis and assessments. Please request a more detailed proposal.

## **Moving Forward:**

Contact Kathy Sisk (President) in order to define the specific objectives for your center, and/or draft a customized proposal for your needs.



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