

CH Consulting Group's Science of the Contact Center: Alignment Self-Assessment Worksheet

Evaluate how aligned your contact center is across People, Process, Technology, and Performance Management.

People

1. Are roles and expectations clearly defined across all levels?
2. Are coaching and performance conversations structured and data-driven?
3. Do leaders reinforce consistent behaviors and accountability?

Process

1. Are workflows documented and measured for consistency?
2. Are process gaps addressed through closed-loop improvement cycles?
3. Do leaders use process data to make operational decisions?

Technology

1. Do your tools support the workflows and goals already in place?
2. Are systems integrated and data clean across channels?
3. Are your teams trained to use technology effectively to improve outcomes?

Performance Management

1. Are QA, WFM, and reporting functions driving behavior change, not just tracking metrics?
2. Are performance results tied directly to coaching and action?
3. Is continuous improvement part of your culture?

Scoring section:

Rate each pillar from 1 (not aligned) to 5 (fully optimized). Any pillar scoring 3 or below may indicate a gap worth deeper assessment.

