



**CUSTOMER EXPERIENCE**  
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# **A BLUEPRINT TO ACHIEVE HIGH-PERFORMING CONTACT CENTER CX**

**A step-by-step guide for a solid CX foundation.**

**DECEMBER 2025**

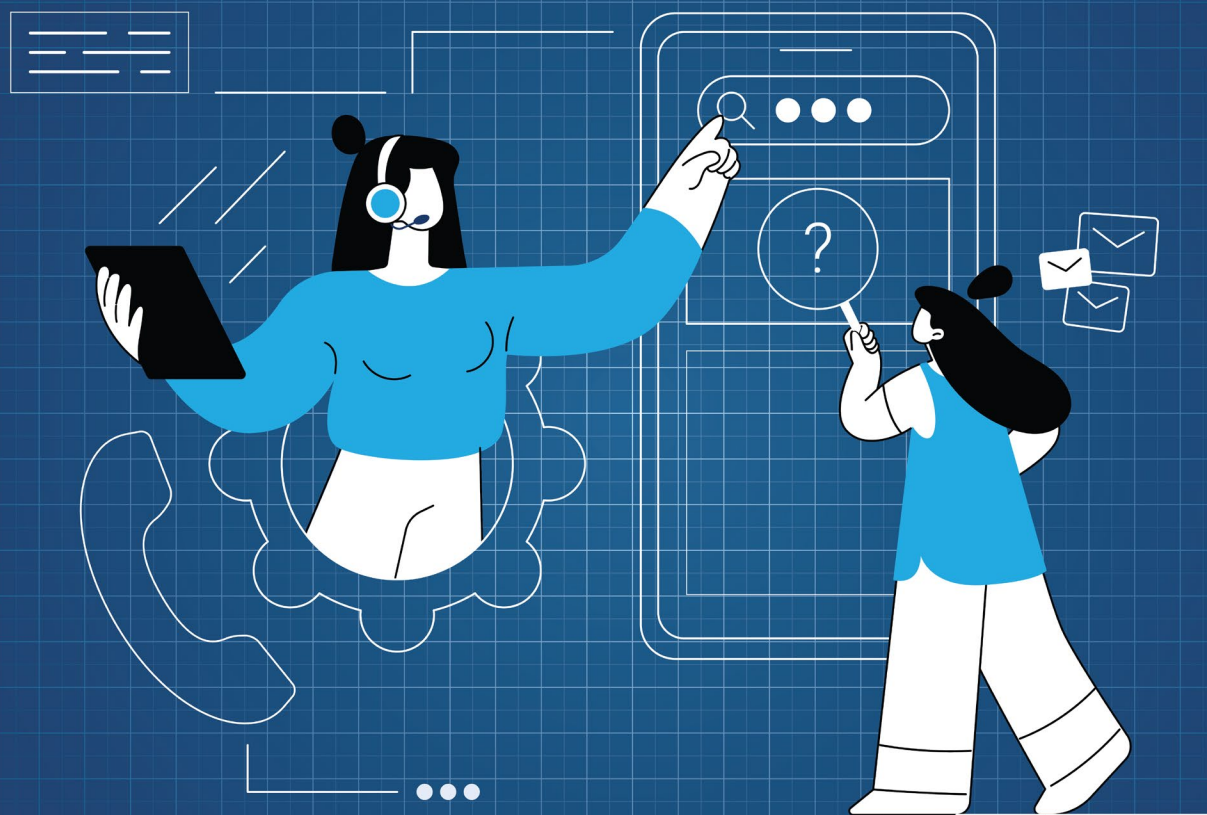


ILLUSTRATION PROVIDED BY ADOBE STOCK

# A BLUEPRINT TO ACHIEVE HIGH-PERFORMING CONTACT CENTER CX

## A STEP-BY-STEP GUIDE FOR A SOLID CX FOUNDATION.

**B**lueprints guide the construction process when building a structure. Building a high-performing customer experience (CX) strategy is no different. The building process starts with a solid foundation. This article provides the foundational building blocks necessary to achieve high-performing CX.

### BUILDING BLOCK #1: HIGH-PERFORMING CX BEGINS WITH EMPLOYEE EX

Focus on the employee experience (EX) first. The contact center team is often the first point of customer contact. Employee perception of their role and how much

leadership cares affects the customer experience. **80%** of customers experiencing a poor interaction with an employee would be inclined to take their business elsewhere, according to **Qualtrics** research. And **60+%** of employees surveyed had strong negative feelings when leadership ignored their feedback and needs. Thus, leadership must be intentional about understanding the employee experience. Active listening is an important aspect of communication. To start, deploy employee surveys periodically. Act on the

findings, fix what's getting in the way of delivering a high level of CX. In addition, help employees understand how things work. If something can't be fixed, explain why. Employees need to feel heard. Transparency is important.



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**EMPLOYEES NEED TO FEEL HEARD. TRANSPARENCY IS IMPORTANT.**

## **BUILDING BLOCK #2:** **THE CUSTOMER SHOULD DRIVE CX PROCESSES** *(not the other way around)*

Often, organizations implement processes and technology that require the customer to follow a desired process. This is a recipe for customer frustration. For example, which of the following scenarios leads to raving fans and a greater share of wallet?

**A.** The cable company that requires the customer to follow a desired troubleshooting process before allowing human contact? **OR B.** The bank that engineered its access to information based on customer choice. The choice of connecting with a human or selecting self-service?

Technology and processes should be customer-centric. Customer choice is the gold standard for achieving high-performing CX.

## **BUILDING BLOCK #3:** **KNOW YOUR CUSTOMER TOUCH POINTS** *(provide a consistent experience across all interaction channels)*

Interactions via phone, chat, email, social media, and text should have a consistent experience across all touch points. However, it shouldn't stop there. Customers interact with additional touch points beyond the contact center. For example, interactions can happen during a field service visit or a billing conversation. Thus, a 360-degree view of the customer transactional life cycle is necessary. Customer information must be accessible and actionable from any touch point, regardless of where the interaction occurred. Deploy a 360-degree view application in partnership with departments that interface with the customer. If the contact center representative isn't aware of what happened in a field service interaction or billing conversation, CX success could be jeopardized.

## **BUILDING BLOCK #4:** **ALIGN CX VISION ACROSS ALL LEVELS OF THE CONTACT CENTER**

Understanding the organizational CX vision at all levels of the contact center is important. Simply asking the team to memorize the vision statement isn't enough. Don't leave achieving consistent

**EVERY TEAM MEMBER SHOULD UNDERSTAND HOW CONTACT CENTERS WORK. KNOWING THE "WHY" DRIVES GREATER CX.**

CX to chance. Be intentional about connecting the vision across the contact center. The key here is to define how each job role supports the overall CX vision. One way to align the organizational CX vision within the contact center is to develop job role CX mission statements. This exercise is NOT about creating job descriptions. Role-based CX mission statements should have buy-in from employees in the job role(s). Training and coaching should focus on the CX vision and role mission. Doing so results in greater CX success.

## **BUILDING BLOCK #5:** **FOCUS THE ENTIRE CONTACT CENTER TEAM ON OPERATIONAL EXCELLENCE**

### ***Educate the entire team***

There is an art and science to contact center management. But, all too often, it's not understood across the contact center. Every team member should understand how contact centers work. Knowing the "why" drives greater CX.

### ***Work to eliminate unnecessary processes***

The "devil in the details" is very real in contact center processes. To eliminate unnecessary process steps, begin by conducting an audit of all customer and employee-facing touch points. Test all touch points by creating "use cases" to find potential points of frustration. Listen to calls and read emails from customers. Look for patterns of customer frustration. Utilize tools such as value stream mapping to eliminate unnecessary process steps. Also seek employee input. Employees know the roadblocks that keep them from delivering exceptional CX.


### ***Master contact center technologies and tools***

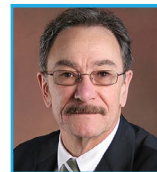
Technology must be customer and user-centric or it has no reason to exist. The technologies and tools available to

the contact center are powerful when utilized appropriately. Having a good partnership with the IT department is important. However, contact center leadership should be involved in technology selection, process design, and implementation. Technology by itself doesn't deliver CX. Rather, it's a matter of how the technology is accepted by the communities it serves. Professional carpenters know that selecting the correct tool(s) to do the job results in completing it faster, cheaper, and better. When contact center professionals know how to utilize their powerful tools, enhanced CX results are achieved.

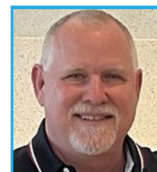
### ***Unleash the power of Knowledge Management***

Gathering, accessing, and keeping knowledge evergreen is foundational. Be intentional about building and executing knowledge management (KM). Proper resources, both human and application-based, are required to create quality knowledge content. KM systems should be easily accessible and have powerful search capabilities. These systems must provide accurate and timely answers to resolve a high percentage of requests and issues. Review content regularly. Encourage employees to contribute knowledge. Today, artificial intelligence (AI) makes it simpler to build a robust KM system.

A well-thought-out CX blueprint, with a strong foundation, cements CX success. 



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