

DATACOM



Operational Excellence, with COPC.

Datacom has held the COPC certification continuously since 2001!

At Datacom, we constantly strive to lead the contact centre industry, a position we believe can best be achieved by formally proving our capabilities through the attainment of leading independent certifications.

The Customer Operations Performance Centre (COPC) certification is a key certification we pursue, as it helps us drive continuous improvement in all areas of our operations.

COPC certification is a lengthy, rigorous and expensive process, which deters many other organisations undertaking the process. Datacom is one of the very few COPC certified organisations in the Asia Pacific region. We were first COPC certified in 2001, and then continuously certified annually since.

Datacom's commitment to this process is an important part of our commitment to our team members, our clients and our customers

What does it mean to be COPC certified?

Customer Operations Performance Centre Inc (COPC) is the world's leading authority on Contact Centre Operations Management. The COPC 2000 Standard is a comprehensive operating model for Contact Centre Operations. It is a world-wide benchmark and certification for contact centres. As well as an overall performance management system, COPC is designed to reduce costs, increase revenue, and improve service, quality and customer satisfaction.

For us at Datacom, COPC means we have a measurable and recognised global standard of operations which demonstrates our commitment to maintaining a world class service. Gaining COPC certification required significant preparation, effort and time.

The result is a solid framework to assist us in all areas of operation.

What are the benefits to us at Datacom?

- We have a framework which has allowed us to implement greater structure as we have grown our business in Australia and Asia.
- Our managers and team leaders benefit from a far deeper understanding of what it takes to drive the kind of performance that differentiates a world class contact centre.
- Following COPC guidelines has made us focus on managing performance by understanding our metrics, analysing data and making informed decisions based on fact rather than opinion.
- This in turn leads to increased quality and service which directly improves customer satisfaction, which in turn increases profitability and reduces costs.

How has COPC helped us improve operations?

- We are able to deliver higher levels of service, greater quality, increased customer satisfaction and at the same time reduce costs for our clients.
- These areas of special focus are given metrics and are regularly assessed.
- Our long relationships with our clients and their willingness to increase their business with us are a direct result of our measurable improvements in these areas.
- Our proactive approach to Operations Management ensures that we continuously improve.
- When targets are missed and challenges arise, our focus on analysis enables us to find and implement solutions that really improve performance.
- We are able provide ongoing training and coaching which equips our people with skills for life.

As we continue to grow and extend into the Asia Pacific region, a certification such as this places us amongst global leaders.

“The re-certification of their Sydney site and the addition of the Kuala Lumpur site affirms Datacom’s commitment to excellence for their customers. Implementing the COPC performance management system has allowed Datacom to foster a culture of innovation, creativity and collaboration within their company. They have been able to build confidence among their people, and create an infrastructure for best practices making Datacom an industry leader that is truly world class.”

Ian Aitchison, Director of Australia operations for COPC