

Part 5 - The Evolution of the Contact Centre



In August 2020, Puzzel and the CCMA started on a journey to track how the contact centre is evolving during times of real change. This is the fifth part in a series of research reports exploring the evolution of the contact centre.

In this report, five themes emerge encompassing the importance of changing perceptions internally and externally, establishing more robust ways to determine the impact of contact centre activity on customer outcomes and fostering strong values-driven leadership that motivates colleagues.

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