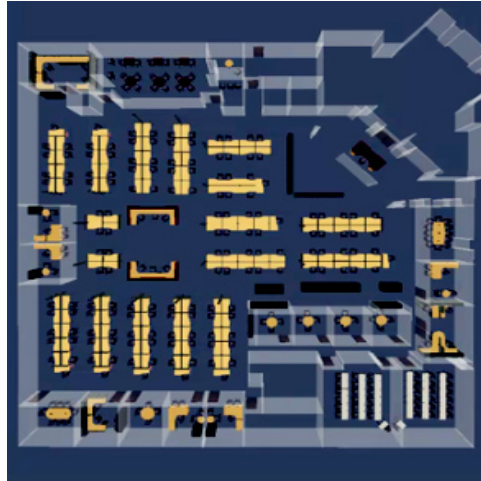
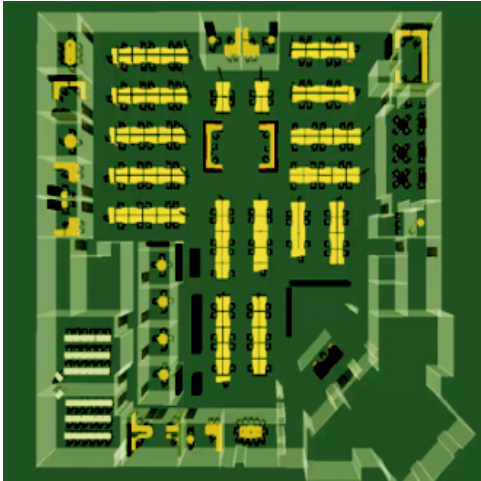


six **STEPS TO DESIGNING A MORE EFFICIENT CONTACT CENTER SITE**



Presented by:

 **Interior Concepts™**  
solutions that fit.

# Six Steps to Designing a More Efficient Contact Center Site

First let's face the facts. The economy is slow to rebound, call centers costs are monitored closely, and space is at a premium. And because the cost of doing business is also on the rise due to factors like increasing costs for employee medical insurance, and basic commodities necessary to conduct business, companies are being forced to work more efficiently and do more with less.

Creating a more efficient contact center can start as early as design or remodeling process. Design components such as designing with the flow and function of the call center in mind, and efficiently filling floor space can help to make the center more efficient overall.

Please find our SIX STEPS TO DESIGNING A MORE EFFICIENT CONTACT CENTER SITE below. Simply being aware of these important steps will allow you to make a more informed decision when furnishing and remodeling your call center, which can positively impact your bottom line.

## **Step 1: Efficiently fill your space by maximizing all available square footage.**

How can furniture design impact the bottom line when leasing or building space? A call center either directly or indirectly pays for every square foot of space that they use. Conversely, this means that every square foot of space not being used is money being wasted that can never be recovered. This translates into a 'lost opportunity' cost. Why pay for space that is not being used? One way to overcome this is to use a thin-line panel furniture system (typically a one-inch width panel) that also offers custom design and manufacturing. When the furniture is custom designed specifically for the floor space, it allows the center to more effectively utilize their space. This approach can translate into more stations placed within the space, and more revenue potential and/or lower cost. In addition to an increased number of stations, the center can give employees larger, more comfortable workstations and increased aisles or common areas.

**TAKEAWAY** - Maximizing space = less space needed or more workstations in the same space.

## **Step 2: Be aware of how the power and data will run through the furniture.**

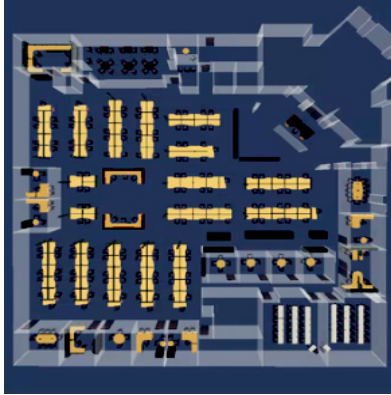
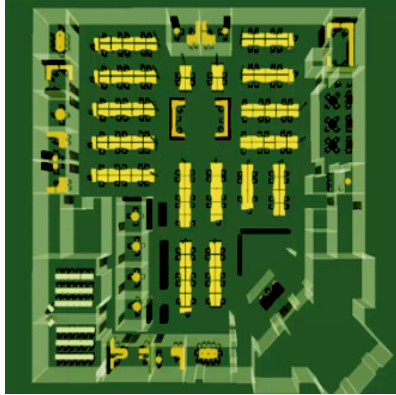
Select a furniture system with a large, easy to use wire management system. An easy to use wire management system (as opposed to restricted in-panel raceways) takes less time to install power and data lines and is less costly compared to more traditional systems furniture products. Cabling estimates with the right wire management system can range up to 40% less when compared to panel systems with base electrical and/or restricted wiring raceways. With the proper wire management system, all wiring and cabling can be totally concealed yet easily accessible. Sometimes this can also eliminate the need for a raised flooring system.

**TAKEAWAY** - The furniture cable management system can help to save dollars during voice/data installation and help to solve power access issues down the road.

## **Step 3: Work with a company that has experience designing and remodeling contact center sites.**

Seek a partnership with a company that will allow you to work with the same contact regardless of your centers location. This can best be accomplished through a direct relationship with the furniture manufacturer if they provide this type of service. When a choice is made to work with a company that knows the industry, you will recognize the difference in the quality of the service and solutions being offered - in terms of station design and layout expertise, both of which can impact the operations and ultimately the profitability of the center.

**TAKEAWAY** - Design expertise in the call center market can create a more productive space.



#### **Step 4: Incorporate ergonomic accessories into the workstation design.**

Essentially, ergonomics is designing the workplace to maximize productivity by reducing user discomfort and injury. Since people vary greatly in size, and spend most of their day in a sitting position, incorporating ergonomics into workstations that accommodate various sizes of employees is an important task. It has been determined that the average cost of a carpal tunnel injury is \$35,000; this figure doesn't account for the lost time, productivity, and the revenue lost from having a well-trained employee out of work. Think about this: An average size call center can outfit the entire center with the proper ergonomic equipment for less than the cost of one carpal tunnel claim.

In addition to the direct savings achieved through reduction of ergonomic injuries, the proper ergonomic accessories combined with proper training can also result in a significant reduction in workers' compensation premiums. It's the 'you can pay now' or 'you can pay later' scenario. While the initial building/furniture/technology investment can be sizeable, it is a fraction of annual labor or employee expenses. Thus, the people investment, i.e., investments in the stations and equipment to make the employees comfortable and productive, is a good investment with an excellent return.

**TAKEAWAY** - An average size call center can outfit the entire center with the proper ergonomic equipment for less than the cost of one carpal tunnel claim.

#### **Step 5: Utilize space planning services offered at no charge or obligation.**

Select a furniture manufacturer that offers space planning at no charge or obligation. This is an excellent benefit that allows the call center to visualize and confirm the best design for their center. Ideally, the planning should include not only 2D drawings, but an electronic walk-through of the space as well.

This advanced technology leaves nothing to the imagination in terms of station design and space utilization. If a private telemarketing firm operates the call center, this technology can be used for them to present the space to their customers.

Also be sure to work with a company that keeps electronic records for all of your projects. Additions and reconfigurations down the line will be a simple process. If a repair needs to be made identifying the specific part will be easy, so replacement parts will be a quick fix.

**TAKEAWAY** - Look for complimentary space planning services with 3D Virtual Tours to determine the best layout for the call center floor.

## **Step 6: Purchase furniture that offers a Lifetime Warranty.**

The biggest mistake when making a purchase is only considering the initial price instead of the overall value. There is the old saying that price is what you consider when making a purchase but value is what you expect after the purchase, long after price is forgotten. Call center cubicles and office furniture are no exception.

While price is an initial consideration in furniture purchases, durability is also especially important because call center agents handle a steady stream of incoming phone calls and emails, meaning that they rarely have a chance to step away from their desk. Many centers are also multi-shift, 24/7 operations, and the cubicles face almost constant usage.

A Lifetime Warranty means low maintenance and a low total cost of ownership. Even if you do not plan on having the furniture over a lifetime, a longer term warranty will insure that your furniture will hold up over time. There are numerous sites that look many years old, but were built only a few years ago. A guarantee initially will ensure the quality and professional look for the site, especially if clients visit. Also don't be afraid to ask for customer testimonials; these will provide the level of comfort that you are seeking with your purchase.

**TAKEAWAY - A lifetime warranty means less time spent on maintenance and a lower total cost of ownership.**

### **Contact us for a Special Bonus White Paper - Panel Creep, the Monster of Floorspace Maximization**



Shoot us an email at [info@interiorconcepts.com](mailto:info@interiorconcepts.com) with Panel Creep in the headline and we will send you our bonus White Paper that details what panel creep is and how to avoid it. Did you know that the furniture that you select can significantly impact the amount of space that you need? Or how many people that you can fit into your space? We will tell you all this and more in our special bonus white paper offer.

Interior Concepts uses the latest technology to manufacture our Call Center Furniture. We provide 3D Virtual Product Tours to show our customers how their space will look before placing the order. Additionally, our superior wire management system, thin-line panels, ergonomically designed products and direct selling approach make us an industry leader. Contact us for your free call center space plan today by calling 800-678-5550 or visiting [www.interiorconcepts.com](http://www.interiorconcepts.com).

Interior Concepts 18525 Trimble Court Spring Lake MI 49456  
P: 800.678.5550 E: [info@interiorconcepts.com](mailto:info@interiorconcepts.com)  
[www.interiorconcepts.com](http://www.interiorconcepts.com)