

The Director's Cut

Aligning Four Perspectives in Today's Complex Contact Center

Four stakeholders. Four realities. One contact center that has to make it work.

Presented by



Setting the Scene

The call has been in queue for 22 minutes.

The Customer: She picked up the phone because the chatbot couldn't help. Again. She's already explained her issue twice. She's not angry yet. But she's close.

The Agent: He can see she's been waiting. What he can't see is her account history — it lives in a different system. His supervisor flagged his handle time this morning. He has four minutes to resolve this.

Operations: She's watching the queue. 500 interactions in progress, 39 agents out. She's not thinking about this customer. She's doing math.

The Executive: Just out of his leadership meeting. The dashboard said customer satisfaction was up last quarter. He's already moved on to the next agenda item.

Same moment. Four completely different movies.

Four Characters, Four Realities

The Customer

- Why do I have to repeat myself?
- Why can't I switch channels without starting over?
- How do I get fast help without having to start over every time?

The Agent

- Do I have the right tools and information?
- My metrics say I'm fast. Why does the customer still feel unheard?
- Is this workload sustainable long-term?

The Line Manager

- Do we have the right people at the right times?
- Why are service levels slipping?
- Where is work getting stuck in the queue?

The Executive

- The dashboard says we're fine. So why are complaints still coming?
- Where should we invest next?
- How do we scale without burning people or budget?

Rising Action — Three Collision Points

01

Metrics

02

Quality

03

**Bot vs.
Human**

The Plot Twist — When the Contact Center Works for Everyone

The Customer

- Interactions resolve faster because systems adapt in real time
- Context follows them across channels without repetition
- Frustration is detected and addressed before escalation

The Agent

- Guidance is delivered during the interaction, not after
- Manual work is reduced so focus stays on the customer
- Workload adjusts dynamically instead of compounding

The Line Manager

- Staffing adapts to live conditions, not static plans
- Decisions are made with real-time visibility, not lagging reports
- Interventions happen before service levels break

The Executive

- Labor investment aligns directly to CX outcomes
- Performance is managed proactively, not explained after the fact
- AI and human capacity are orchestrated as one system

The Final Scene, Q&A

Alignment across customer, agent, and operations is within reach.

Performance and experience improve together — not at each other's expense.

Most operational conflict is not inevitable — it is fixable by design.

Questions from the audience

Keep in touch with us!



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