



## Agile Methodology for Contact Centres

### DETAILS

In early 2001, a team of software developers created the Agile Manifesto, comprised of 12 alternative principles to the formal software development methodologies used until then. Many of the principles are applicable to the Contact Centre, and incorporating them into the current work philosophy brings great benefits, rapidly added value and increased quality:

- It is accepted as a given that requirements change, even in later stages of development. Agile processes **take advantage of frequent change to allow customers to retain the competitive edge.**
- Throughout the project, **business managers and developers work together** on a daily basis.
- Projects are developed around **highly-motivated individuals.** They must be given the environment and support they need, and entrusted with the execution of the work.
- **Face-to-face conversation** is the most efficient and effective way of communicating with and within the development team.
- **Simplicity**, or the art of maximising the amount of work not done, **is essential.**

Nowadays, if a Contact Centre wants to survive and thrive, it must be able to anticipate and quickly adapt to changing realities (technology, legislation, rising customer expectations to name the few).

Thanks to applying the Agile Methodology, teams work with an MVP model (Minimum Viable Product) that allows added value delivery of small, functional subsets of larger requirements in every *Sprint*. This makes teams more efficient, better coordinated, and enables them to learn as they move forward in the process. Most importantly, however, they get more motivated because of the short feedback loop.

Ultimately, the Agile methodology promotes planning, adaptive learning and continuous improvement, which enables Contact Centres to respond quickly and flexibly to changes using reduced development cycles.

### MAIN FEATURES

- Teams are more motivated and better coordinated.
- Continuous collaboration between the business and IT.
- Faster response to change.
- More competitive Contact Centres.
- Allows teams to anticipate situations and adapt quickly.