

## CoP Report to PSSDC

Contact Centre Community of Practice (CC CoP)	
Date	February 17, 2022
Co-Chairs	Jeannette Eason, CC CoP Co-Chair, Government of British Columbia Trevor Milne, CC CoP Co-Chair, ESDC / Service Canada
ACTIVITIES COMPLETED FOR PERIOD September 2021 to January 2022	
<p>1. Contact Centre Community of Practice Meeting – November 2021</p> <ul style="list-style-type: none"> <li>Panel Discussion on Live Chat, featuring panellists from the Government of Ontario, Peel Region and York Region Transit.</li> <li>Key Insights:               <ul style="list-style-type: none"> <li>Launching live chat provides clients with a new service delivery channel. It does not reduce call volume, but rather creates net-new interaction volume. It engages a new international audience, and may engage a domestic audience less likely to use the telephone channel.</li> <li>A chat channel must be considered within the context of the organization's omni-channel strategy and have a distinct business model. It should support the digital channel and keep clients online.</li> <li>The organization should develop a persona that reflects its branding, style, and common look and feel. The contact centre should have the same voice and style as the website and social media channels.</li> <li>Panellists recommended a soft launch strategy, expanding the service offering as the contact centre gains experience and understands the potential demand.</li> </ul> </li> </ul> <p>2. Current membership – 81 individuals representing:</p> <ul style="list-style-type: none"> <li>6 federal departments</li> <li>21 provincial/territorial ministries               <ul style="list-style-type: none"> <li><i>Note: We currently do not have representation from NL, PEI, NU, and YT</i></li> </ul> </li> <li>22 municipalities</li> </ul>	
ACTIVITIES PLANNED FOR NEXT PERIOD (February 2022 – January 2023)	
<p>1. Quarterly Meetings in March, June, September, December 2022</p> <ul style="list-style-type: none"> <li>Possible themes include: Accessibility technology in contact centres, serving vulnerable communities.</li> </ul> <p>2. Explore opportunities for a collaborative workspace with ICCS.</p> <p>3. Expand membership among all levels of government.</p>	

ISSUES / CHALLENGES			
Issue	Criticality	Impact	Action Plan
The group currently does not have representation from NL, PEI, NU, and YT			<p>Requesting for PSSDC members from these jurisdictions to consider identifying a representative for the group.</p> <p><i>Refer to Contact Centre CoP Terms of Reference</i></p>