



Contact centre and customer experience advisory



As expectations evolve rapidly, driven by seamless digital experiences across industries, organisations must rethink how they engage with and support their customers. We help you move beyond traditional service models, transforming your contact centre into an intelligent, agile and customer-centric engagement hub that drives measurable outcomes aligned to organisational goals.

The challenge

Your customers expect instant, personalised and seamless interactions across every channel. But many organisations still rely on legacy systems and fragmented processes that hinder service, frustrate agents and customers alike, and simultaneously drive up costs.

With rising complexity and pressure to deliver more with less, contact centres often struggle to keep pace with customer expectations, operational efficiency and technological change.

How we can help

Our contact centre and customer experience (CX) advisory services support organisations to build resilient, AI-enabled, data-driven operations that improve performance across the customer lifecycle.

With over four decades of experience in contact centre, IT service management (ITSM) and customer engagement transformation, we bring proven expertise, global reach and a track record of delivering measurable value.

Our key services include:



Customer experience strategy and operating model design

Defining your future-state customer engagement strategy, operating model and roadmap through:

- CX and contact centre maturity assessments
- Omni-channel and digital-first operating model design
- Target operating model (TOM) design and benchmarking
- Customer journey mapping and pain point analysis
- Voice of the customer (VoC) programme development.



Operational excellence and service improvement

Using diagnostic tools and proven methodologies to help you drive continual improvement:

- Lean service reviews and cost to serve analysis
- Service blueprinting and value stream optimisation
- Channel shift and self-service strategy
- AI-driven quality assurance and coaching
- Managed service benchmarking and performance uplift.



Contact centre technology

Providing independent guidance on the right tools for your transformation journey:

- Platform selection, including contact centre as a service (CCaaS), workforce engagement management (WEM), quality assurance (QA), and VoC
- Cloud migration planning and readiness
- Interoperability and data integration strategy
- Security and compliance reviews.



Workforce transformation and performance management

Supporting your modern workforce with adaptive tools and insight-driven coaching, including:

- Workforce planning and real-time performance management
- AI-based forecasting and intelligent scheduling
- Gamification and agent engagement strategies
- KPI frameworks aligned to customer satisfaction and productivity
- Hybrid working strategies and skills alignment.



Contact centre AI and automation

Harnessing the power of artificial intelligence to help you unlock scale, consistency and speed with:

- Conversational AI and intelligent virtual assistants
- AI-powered agent assist and decision support
- Predictive analytics for customer intent and call deflection
- Automated quality management and speech analytics
- Robotic process automation (RPA) for back office and repetitive tasks.

“The CGI contact centre and customer experience advisory practice consistently demonstrates an exceptional commitment to innovation and service excellence. Their strategic insight and hands-on support has helped elevate industry standards across both public and private sectors. I’ve been particularly impressed by their ability to combine cutting-edge technology with genuine human-centric design. CGI’s contributions are not just impressive; they’re shaping the future of the contact centre profession in the UK.”

Trevor Butterworth, CEO and Founder, UK Contact Centre Forum



Our approach

We bring sector-specific expertise and a vendor-agnostic, outcomes-focused approach to every engagement. Working in close partnership, we'll use data-driven insights to shape and deliver impactful transformation at every stage of your journey.

1

Data-led discovery and decision-making

Using advanced analytics, we identify root causes, uncover opportunities and drive measurable improvements across your contact centre operation.

2

Tailored strategies grounded in your industry context

We apply deep sector knowledge to align transformation with your specific business and customer needs – ensuring relevance and impact.

3

Independent guidance across the technology landscape

Our vendor-agnostic advice ensures you adopt the best-fit solutions for your environment, without bias or compromise.

4

End-to-end transformation capability

We support you through every phase – from strategic planning to design, delivery and optimisation – enabling lasting change across your contact centre estate.

5

Human-centred experience design

We enhance both customer and agent journeys to improve satisfaction, streamline experiences and deliver better outcomes.

6

Built-in agility and measurable outcomes

We help ensure your transformation delivers lasting value, adapts to change, and is accountable to tangible KPIs.

Proven outcomes

Our long-standing client partnerships are built on trust, innovation, and a shared focus on customer impact. Working with our contact centre and customer experience experts, you'll benefit from:



Accelerated contact centre transformation, aligned to your customer needs and business goals.



Cost effective, future-ready technology recommendations that are independent and vendor-agnostic to suit your organisation's specific needs.



Optimised customer journeys and reduced service costs through data-driven strategies.



Stronger workforce engagement through modern, intelligent performance tools.



Scaled services and enhanced agent performance by embedding AI and automation.



Improved service quality and customer satisfaction through continuous improvement initiatives.



About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-focused to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

Visit: [Advisory Services](#) | Email us at: enquiry.uk@cgi.com

