

THE ALWAYS-ON CONTACT CENTRE READINESS **SCORECARD**

A 5-minute checklist to assess cost, capacity and customer experience risk - across inbound and outbound journeys.

Use this scorecard to spot where always-on breaks today, and where automation will release capacity without turning 24/7 into 24/7 staffing.

WHAT WE MEAN BY “ALWAYS-ON”

Always-on doesn't mean you staff 24/7. It means customers can interact with your business at any time - with:

- Immediate handling of routine demand (even out of hours)
- Continuity across channels so they don't restart their journey
- Fast escalation to a human when judgement, risk, or emotion is involved

In short: always-on is an operating model, not an opening-hours promise.

HOW TO SCORE

For each statement, choose one score:

0

Not In Place

1

Partly In Place

2

Consistently In Place

42

Total possible score

IMMEDIATE HANDLING OF *PREDICTABLE* *DEMAND (0-14)*

Routine, repetitive, time-sensitive interactions should be resolved without queuing for a person

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

High-volume queries can be resolved without an agent (end-to-end)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Customers can complete simple tasks (e.g., status updates, changes, bookings) without waiting

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Authentication/verification is handled smoothly where required

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Peak demand is absorbed without major queue spikes

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Customers receive immediate acknowledgement and clear next steps

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Self-serve options are consistent across channels (not just one channel)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

ORCHESTRATION ACROSS CHANNELS (0-14)

Customers shouldn't have to restart when they switch channels or reply later.

- 0 Not In Place
- 1 Partly In Place
- 2 Consistently In Place

Customer context carries across voice, chat, messaging and email

- 0 Not In Place
- 1 Partly In Place
- 2 Consistently In Place

Journeys don't restart when a channel changes

- 0 Not In Place
- 1 Partly In Place
- 2 Consistently In Place

Customers can continue interactions asynchronously (without losing progress)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Inbound and outbound journeys connect (e.g., replies to outbound messages route correctly)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Routing works the same way across every channel (same rules, same outcomes)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Data capture is structured and reusable (not stored in multiple places)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

CONTROLLED ESCALATION (0-14)

When an interaction becomes complex, risky or emotionally charged, escalation must be fast - with context already captured.

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Clear escalation rules exist for risk, vulnerability, complexity and complaints

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

Escalations happen quickly (without customers repeating details)

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

**Agents receive a summary of intent,
history and collected info before takeover**

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

**Automation respects compliance needs (e.g.,
permissions, disclosures, auditability)**

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

**“Human takeover” is consistent across channels
(not voice-only)**

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

**Escalations improve outcomes (resolution quality
and customer satisfaction), not just speed**

- 0** Not In Place
- 1** Partly In Place
- 2** Consistently In Place

READ YOUR RESULTS

__ /42

Add up your three
section totals:

0-14: Coverage-Led And Under Strain

What's happening

- Routine demand hits agents first
- Channels feel disconnected
- Escalations rely on transfers and repetition

What to prioritise next

- AI Chatbot: Deflect predictable queries and complete simple tasks out of hours
- AI Agent: Add consistent intent capture, triage and rules-based routing
- Conversation Analytics: Identify the top repeat drivers and queue creators to tackle first

15-28: Partly Capability-Led

What's happening

- Automation works in places, but not end-to-end
- Handoffs lose context
- Orchestration gaps create repeat contact and transfers

What to prioritise next

- AI Agent: Standardise decisioning and routing rules across channels
- AI Chatbot: Extend self-serve beyond one channel (web chat + messaging + SMS)
- Conversation Analytics: Spot friction points (drop-offs, repeat intents, training gaps) and refine flows

29-42: Ready To Scale Always-On

What's happening

- Predictable demand is handled fast and consistently
- Journeys stay connected across channels
- Humans receive the right context when it matters

What to prioritise next

- AI Agent: Expand into exception handling and outbound follow-ups
- AI Chatbot: Improve completion rates and add new high-volume tasks
- Conversation Analytics: Optimise continuously - intent accuracy, escalation triggers and performance by journey

HERE'S HOW WE CAN HELP

MaxContact is an AI-powered engagement platform built for modern contact centres. With AI Agents and AI Chatbots, teams can handle predictable demand and keep journeys moving across channels, while Conversation Analytics reveals friction, repeat contact and improvement opportunities - so performance scales without 24/7 staffing.

If you'd like a quick read on your score and what it means in practice, we can walk through your results and highlight where automation will release capacity fastest.

[Explore AI Solutions With MaxContact](#)