

# Attachment B – Product Charter: Contact Center Application as a Service (CCaaS)

## Vision

To provide the general public with reliable, consistent communication, and streamline the Public Trust Liaison’s ability to address public inquiries and concerns.

## Mission

Implement a contact center solution that leverages system automation to reduce manual effort, improve PTL’s ability to respond to public inquiries, and enhance the public’s experience.

### Business Priorities

- Streamline processes internally and externally
- Improve PTL’s ability to process inquiries and concerns
- Improve the Public’s experience with State Bar
- Enable staff time to be focused on higher value activities
- Product maintainability and extensibility
- Executive level reporting and analytics

### Success Criteria

- Improved user experience
- Increased self-service options for general public
- Paper processes minimized
- Application provides configurable Automatic Call Routing options
- Improved analytics, reporting
- System supports availability requirements of the business
- Existing key interfaces to external systems maintained
- Data accuracy improved
- Meets State Bar compliance and security standards

### Success Metrics

- Contact center efficiency improved by 80%
- Admin request processing time reduced by 30%
- Reduced payment processing time by 50%
- User experience survey results improved by 25%
- Elimination of manual form processing except where legally required
- New system meets or exceeds current level of availability (unplanned downtime) during business hours
- Planned system downtime reduced by 80%
- No regression of current capabilities enabled through integration
- Records with error codes reduced by 75%
- Payment adjustments reduced by 75%

### User Community

- Public Trust Liaison
- Contact Center Requestor
- Contact Center Manager
- Contact Center Agent
- Contact Center Administrator