

BeH



2009 Contact Centre Rendezvous

**Workforce Management's
vital role in your contact centre**

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Workforce Management's vital role in your contact centre

Delivering customer excellence in today's challenging economy is what every organization strives for.

The use of strategic workforce management techniques can:

- increase customer satisfaction
- improve employee morale
- streamline business processes.

Significance of contact centres

There are more than 14000 contact centres in Canada

Almost 1 in every 25 Canadians work in a contact centre

Annual revenues are between 36 and 38 billion

Source: Scansite - James Bowen

8 calls/hr

60 calls/day

260 days x 60 calls

= 15,600 customer contacts/year

for each front line person



Contact centre strategic goals

Top 10 Contact Centre goals for 2009

1. Improving productivity and reducing operating expenses
2. Retaining customers
3. Generating incremental revenue
4. Providing an outstanding customer experience
5. Increase the use of self service systems
6. Reducing agent attrition
7. Identifying reasons for customer calls
8. Migrating to virtual environments
9. Improving the perception of the contact centre
10. Preventing outsourcing

Source DMG Consulting 2009



The challenge of contact centre management

Contact centre management is the art of having the right number of skilled people and supporting resources in place, at the right times, to handle an accurately forecasted workload at service level and with quality.

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WFM Industry Trend Challenges

Workforce Management (WFM) is one of the most important productivity tools in the contact centre. It starts with the understanding of your contact centre work volume, manages it by forecasting, schedule creation and daily load management

In 2008, the need for optimization of the workforce in Contact centres coupled with increased sales and marketing initiatives lead to a 7.4% growth rate of Workforce Management systems

In 2009 the forecasted expected growth rate for WFM systems is an additional 6%

Source: DMG Consulting LLC

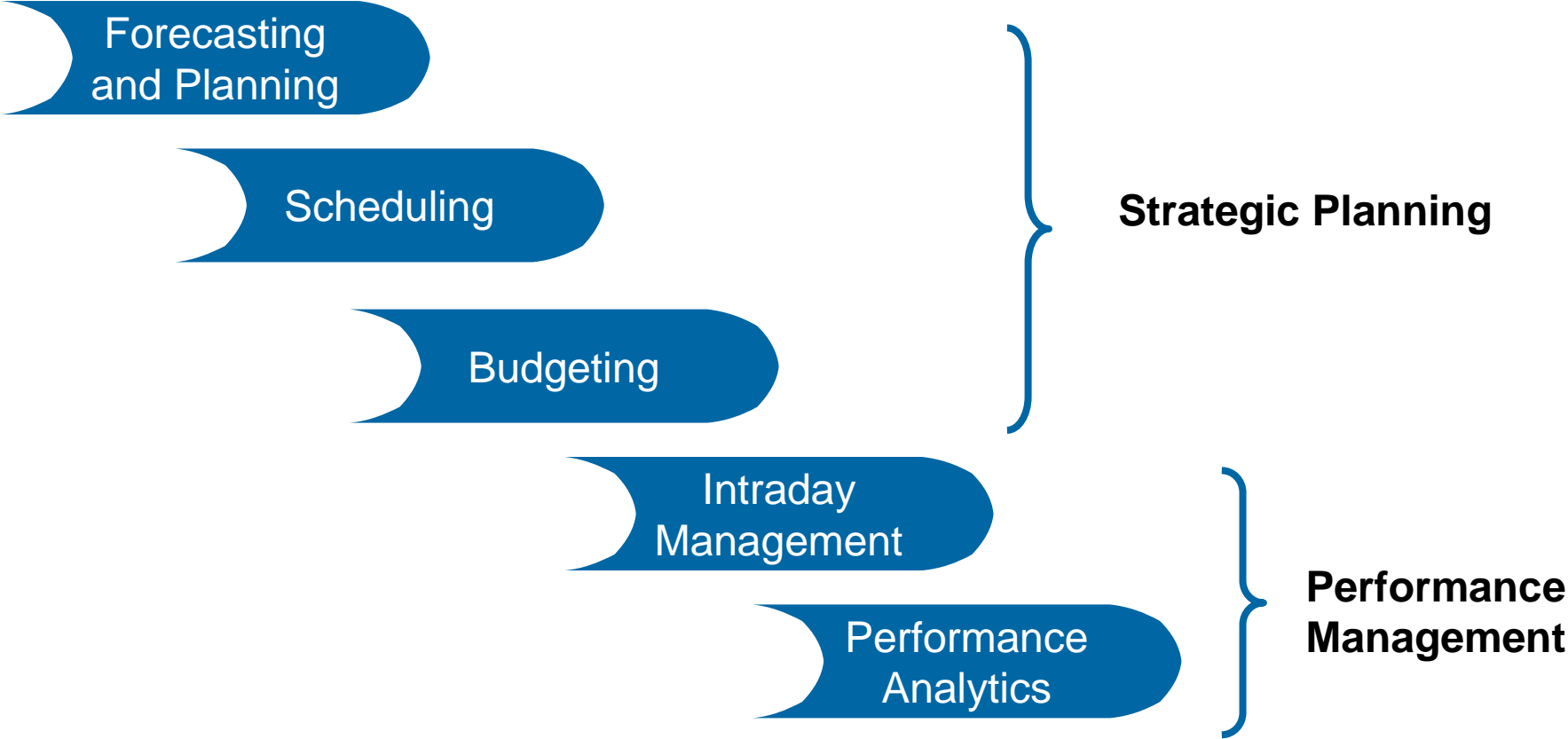




Simplifying WFM

What do we mean by workforce management?

Workforce Management Model



Forecasting/Planning

The process starts with accurately forecasting call volumes, handle times and business rules to determine staffing and scheduling requirements

Understanding your center's call history

Measure the scheduling impact of agent preferences

Consider the ACD currently in place

Allow for flexible forecasting

Scheduling

Scheduling consists of having optimal balance between resources, costs and workload.

You may have to:

Streamline your process to provide ability to handle multiple streams of workload like calls, email, chat, web and fax

Adjust your planning according to work rules, planned off phone activities and known absences

Create schedules that meet the forecasting requirements, agent preferences, and cost requirements

Intraday Management and Performance Analytics

Having the ability to manage daily changes at real time intervals is key to running the contact centre

Adjustments may include:

- Accounting for agents calling in sick
- A spike in call volumes which requires more agents to ensure service level consistency
- Decreased call volumes leading to under utilization of resources available.
- Unplanned System failures.
- Current Events.

Intraday Management and Performance Analytics

Being able to assess your contact centre in real time allows you to make modifications to the plans.

This allows for increased efficiency and more accurate planning of:

Staffing requirements

Scheduling

Forecasted vs actual performance

Adherence monitoring

Utilization within the queue

Agent availability



Performance Management and Strategic Planning

Having performance management applications within the contact centre can increase agent effectiveness through:

- Constant feedback in real time with real time data
- Increased training due to accurate scheduling
- Tracked and monitored rewards for exceptional agent performance
- Self motivating tools for the agents to use and view metrics

Performance Management and Strategic Planning

The use of historical and forecasted information and having the ability to perform what if scenarios allows for:

- Budget forecasting
- Resource planning and outsourcing cost planning
- Recruiting Strategies
- Optimization of contact centre technology

Considerations when selecting a Workforce Management Solution

- Understand and consider the size of your contact centre
- Single or Multiple Sites?
- Understand your architecture and scalability
- Identify required features best suited to your organization.
- Ensure the use of skills based routing can be utilized in order to obtain full benefit of the WFM solution
- Ease of integration of the WFM tool to other systems within your contact centre for measurement, quality and performance management

Benefits from implementing a WFM solution

Improved forecast accuracy

Creating optimal schedules

Ability to schedule multiple streams of off phone work

Getting the right calls to the right skilled agent

Ability to have multiple skilled agents across multiple centres

Consistent service level performance

Ability to have real time reporting to manage daily

Create a automated system that removes manual work

Having a single view of your workforce allows for easier management of staff and workload requirements
=
Increased customer satisfaction and increased agent performance and productivity

How does your centre score with WFM?

Strategic Planning

- Is it time you invested in a new WFM tool or enhancement of processes?
- Do you have the right tools to efficiently plan, schedule and manage real-time events?
- Does your routing and channel strategy align with your business goals?

Performance Management

- Do your processes make sense and fit your contact centres needs?
- Do your agent performance metrics align with your business goals?
- Are your people motivated by the scheduling options you provide them?

Without Workforce Management Optimization












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"Your call is important to us.
Please stay on the line until your call
is no longer important to you."











Why Implement a Workforce Solution ?

Contact Centre Benefits:

	Improve productivity and reduce operating expenses	Customer retention	Generate incremental revenue	Provide an outstanding customer experience
Improved forecast accuracy				
Create optimal schedules				
Ability to manage multi channel contacts.				








Why Implement a Workforce Solution ?

Contact Centre Benefits:

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Get the right calls to the right skilled agent				
Ability to have multiple skilled agents across multiple centers				
Service level consistency				












Why Implement a Workforce Solution ?

Contact Centre Benefits:

	Improve productivity and reduce operating expenses	Customer retention	Generate incremental revenue	Provide an outstanding customer experience
Ability to have real time reporting to manage daily				
Create an automated system that removes manual work				
Increased Employee satisfaction and reduction of turnover.				

Why Implement a Workforce Solution ?

Organizational Benefits:

	Improve productivity and reduce operating expenses	Customer retention	Generate incremental revenue	Provide an outstanding customer experience
Minimize outsourcing potential				
Increased employee satisfaction				
Increased perception of value of the contact centre within your organization				

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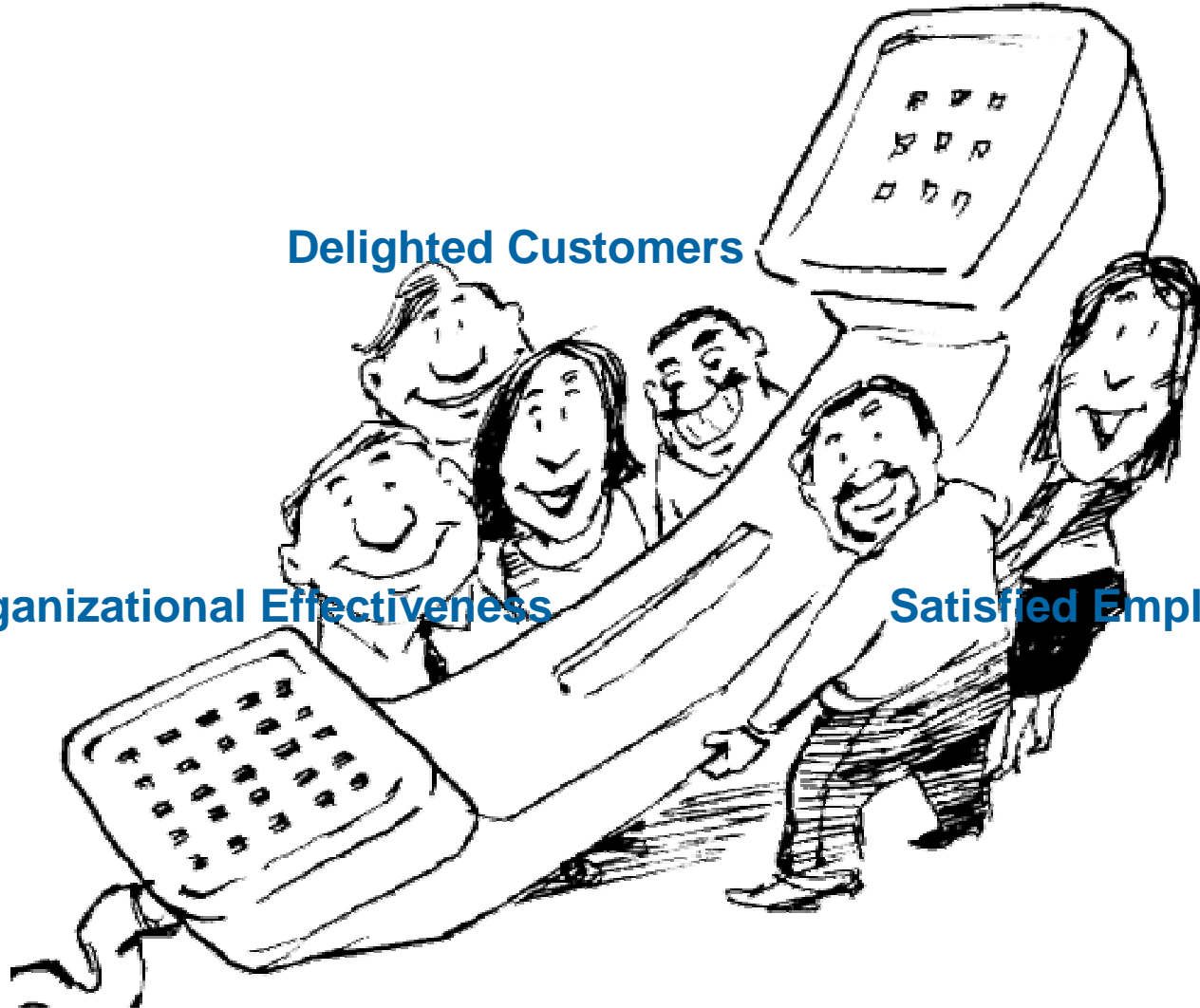


With Workforce Management Optimization

Delighted Customers

Increased Organizational Effectiveness

Satisfied Employees



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Thank you!

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