RESEARCH UPDATE

Verint Work Allocation Manager Brings Front-Office Efficiency to Back-Office Operations

Summary

On January 26, 2015, Verint® Systems, Inc., of Melville, NY announced the availability of Verint Work Allocation Manager™, an enterprise software solution designed to help back-office and blended work teams be more productive. Work Allocation Manager allocates work to employees once it has been compiled from the organization's production and customer service systems.

Verint Work Allocation Manager automatically prioritizes work in order to ensure employees are focused on the right work at the right time. By removing the uncertainty about which work task to do next, Work Allocation Manager directly addresses productivity and operational efficiency.

Work is allocated to employees based upon their individual skills, proficiencies and availability. Verint Work Allocation Manager monitors the aging of work items to ensure that older work is not overlooked or passed over by employees, and that turnaround time and customer commitments are met.

Verint Work Allocation Manager can be utilized as a standalone solution in addition to being fully integrated with Verint Back-Office Workforce Management and is a component of Verint's Customer Engagement Optimization portfolio. Verint Work Allocation Manager is available for immediate delivery.

The View From The Saddle

With this announcement Verint continues to expand both its product offerings and its knowledge of the enterprise back office. Verint Work Allocation Manager directly targets many of the pain points that are typical to most back office operations today and addresses the issues at the root of these problems.

The back office of most enterprises can be described as chaotic at best. The typical back office often has to deal with multiple sources of data and reporting tools, different versions of the same software and inconsistency in workflow and assignments. Verint Work Allocation Manager brings order to the chaos by tapping into the various tools and information sources and presenting it in a single view so that each employee knows exactly which tasks should be addressed and in what order. Verint Work Allocation Manager prioritizes work so there is no question regarding what each employee should be doing next.

There is a clear trend in today's contact center industry toward blending the front office with the back office. The results of the 2014 survey of end-users conducted by Saddletree Research in conjunction with the National Association of Call Centers (NACC) at The University of Southern Mississippi revealed that 66 percent of companies have their contact center and their back office reporting up to the same organization. The results of the 2015 survey, however, reveal an increase in that number as 69% of companies reported that their contact center and their back office now report to the same internal organization.

At the same time, there are also indications that many companies are having their employees move back and forth between the front and the back-office functions in terms of work assignments. Saddletree Research views this trend as exceptionally positive from both an individual employee perspective and the perspective of the enterprise. Contact center representatives are being presented with opportunities to expand both their work experience and their value to the organization while the organization itself is expanding its pool of cross-trained employees. The insurance industry is among the early adopters of blended front and back office employees.

As a component of Verint's Customer Engagement Optimization portfolio, Verint Work Allocation Manager provides the missing piece in the blended front-and-back office productivity puzzle. Workforce management confirms availability of adequate staffing and performance and quality management helps employees meet performance and service expectations, flagging those who fall short of expectations. The missing piece of the productivity puzzle has been the assignment of the work itself, which ensures that aging tasks are not overlooked, service levels are met, and the customer experience is optimized. Verint Work Allocation Manager effectively addresses this deficiency and completes the front office/back office workforce optimization picture.

With this new solution introduction Verint continues to leverage the capabilities that came with the acquisition of KANA®, which took place this time last year. On the contact center side of the business, Verint has been built largely through acquisition. While growth via acquisition is not unusual in the contact center, Verint is unique in that the company has been able to fully incorporate all of its acquired as well as native products into a tightly integrated single solution with a single sign-on, single administrative portal and a unified user desktop presentation. The incorporation of Work Allocation Manager into Verint's Customer Engagement Optimization portfolio is no exception.

Strategically, Work Allocation Manager also provides Verint with yet another means of non-traditional entry into the enterprise at large, whether or not that enterprise is a Verint customer. Work Allocation Manager can be used on a standalone basis and we believe this may give Verint a strategic advantage in terms of getting its foot in the door of a new prospect or customer, then expanding their presence as customers better understand the benefits of the tight integration of all the components of Verint's Customer Engagement Optimization portfolio.

Verint has once again proven its industry prowess by developing and releasing a solution that addresses longtime productivity gaps in a non-traditional market for the contact center industry. As the front office and the back office continue to merge into a single customer service entity, Verint is well positioned to take advantage of the business opportunities that lie ahead. Saddletree Research believes that Work Allocation Manager is a pivotal development in the journey of the front office to the back and is proof positive of Verint's keen understanding of the unique needs of these merging enterprise operations.