

A Closer Look at Workforce Optimization

As customers, we've all been there: What starts as a great buying experience spirals downward quickly because of the poor service we receive after our order is placed. Or perhaps the opposite occurs – a bad experience is suddenly redeemed at the eleventh hour by someone who goes beyond the call of duty to make good on a problematic order.

Either way, we've had an experience that may leave us wondering whether anyone in the company has a complete view of the service that's being delivered. And all too often, the answer is *no*.

Although many enterprises work hard to deliver a quality customer experience, they're often hampered by the different systems, applications, people, and processes that play a role in delivering service. And while the contact center is typically the focal point of customer anger when things go wrong, in reality, a break or disconnect anywhere in the customer service value chain can impact the customer experience, no matter how flawlessly the other parts of the chain have performed.

Sometimes, these breaks are obvious, such as when call volume in the contact center spikes because a product recall has been announced or a dividend payment delayed. But there are other, more subtle breaks that can



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be difficult to detect by traditional quality monitoring processes: An automated notification system fails to work properly, prompting customers to call into the contact center to check on the status of their orders. Or perhaps limited hours of operation in the service center are causing customers to defect to a competitor whose hours are more favorable.

Situations like these can have repercussions that are seldom good for business. Customers may become angry and defect. Or an increase in contact volume might strain staffing resources to the limit, upsetting customers and employees alike – and the addition of temporary staff to handle the workload may eat into profits.

Workforce Optimization Offers a Solution

Organizations need better visibility into what's really happening — and why — across customer service operations in the contact center. And they need it presented in a way that's easy to understand and actionable.

Workforce optimization (WFO) solutions are designed to address these needs by combining software and services for critical customer service applications, including:

- Recording
- Quality management
- Workforce management

To enable these applications to share data and work together seamlessly, leading WFO solutions provide a unified architecture. They also offer a single point of access to functions, locations, and data; single system administration; a single agent database; a single security model; and a single graphical user interface (GUI) for easy navigation across applications.

They can make information collected in different areas of your organization available at the click of a button, offering you greater insight into workforce performance, customer interactions, customer service processes, and customer loyalty than you might receive with different systems and applications. This intelligence is based on real data from actual interactions, and you can share it across your organization.

WFO solutions are available in affordable packages designed for mid-sized contact centers. Deployed on premises or in the cloud, these solutions are typically less costly to implement than solutions designed for larger centers. The best solutions offer a full range of features, are easy to use, and can scale to meet technical needs of centers requiring 500 or fewer licenses.

Benefits of Unified WFO

Unified WFO solutions offer many benefits. They can help your organization save money by automating manual processes, reducing unnecessary labor, lowering training costs, and enhancing efficiency across the departments that serve customers. Additionally, they can help you:

- Capture and analyze customer interactions, journeys, and sentiments across channels.
- Enhance the quality of customer interactions.
- Drive deeper engagement with customers and employees.
- Improve internal processes and compliance.
- Boost employee productivity and performance.

With unified WFO, your enterprise can transform raw data into actionable intelligence, so you can understand what's happening in your business and why — and make better, faster, and easier decisions.

Verint. Powering Actionable Intelligence®

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