

Why
Back-Office
Workforce
Optimization?

Why
Now?

The Analyst Community Speaks.

Business Impact

Companies with integrated back-office activities enjoy **97% greater annual improvement in customer satisfaction rates** (6.5% vs. 3.3%), compared to those with poor back-office activities.¹

3.3%

6.5%

Nick Castellina
Research Director
Business Planning & Execution
Aberdeen Group



Back-office activities don't directly contribute to top-line revenue; however, failure to optimize these activities has severe consequences – in the form of lost business opportunities and additional costs.¹

¹ Aberdeen Group, *Secrets for Improved Productivity & Performance in the Back-Office*, July 2014



Jerry Silva
Research Director
Global Banking
IDC Financial Insights

When a well-thought-out workforce optimization strategy is implemented in the back office, the return—whether it's cost savings or improved speed—is measurable, immediate and repeatable.²

² IDC Financial Insights, *Let's Not Forget the Value of People and Processes*, April 20, 2015 (Verint.com blog)

Opportunity Large and Growing

Ovum believes that **in 2016 there will be approximately 32 million back-office seats globally**, representing a significant opportunity to upgrade performance measurement infrastructure.³

37%



of survey respondents report that they expect their back-office populations to grow over the next two years.³

44%



of survey respondents said that their headcounts had grown in the past two years.³

Keith Dawson
Practice Leader
Customer Engagement
Ovum



The time is right to bring workforce optimization into the back office. The consequences of not updating back-office management tools in this way include falling behind competitors and losing customers due to a lack of agility and poor execution.

³ Ovum, *The Need for Back-Office Workforce Optimization is Growing*, May 2015

Impact on Customer Engagement



Nancy Jamison
Principal Analyst
ICT Practice
Frost & Sullivan

Customer expectations are met and exceeded when back-office work is done efficiently. Back-office workforce optimization is an emerging market that takes a fresh look not only at cutting down on waste and inefficiency in the back office but also tackles quality, service levels, process compliance, resource allocation, and workforce management better.⁴

⁴ Frost & Sullivan, *Profiling the Back Office Workforce Optimization Market*, January 2015

For more information on
Back-Office Workforce Optimization, visit
www.verint.com/backoffice