

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.<sup>1</sup>

3.3%

6.5%

Research Director **Business Planning & Execution** Aberdeen Group

Nick Castellina



activities has severe consequences – in the form of lost business opportunities and additional costs.1 <sup>1</sup> Aberdeen Group, Secrets for Improved Productivity & Performance

top-line revenue; however, failure to optimize these

in the Back-Office, July 2014



April 20, 2015 (Verint.com blog)

**Global Banking IDC Financial Insights** 

Research Director

**Jerry Silva** 

return—whether it's cost savings or improved speed—is measurable, immediate and repeatable.<sup>2</sup> <sup>2</sup> IDC Financial Insights, Let's Not Forget the Value of People and Processes,

**Opportunity Large and Growing** 

Ovum believes that in 2016 there will be

performance measurement infrastructure.3

approximately 32 million back-office seats globally,

representing a significant opportunity to upgrade

**Customer Engagement** 

of survey respondents

report that they expect

their back-office populations

to grow over the next two years.3



of survey respondents

had grown in the

past two years.3

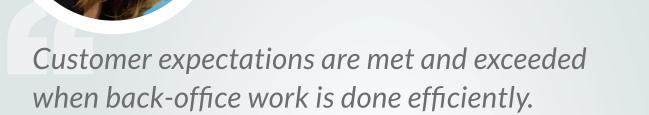
said that their headcounts

<sup>3</sup> Ovum, The Need for Back-Office Workforce Optimization is Growing, May 2015 Impact on Customer Engagement

back-office management tools in this way include

a lack of agility and poor execution.

falling behind competitors and losing customers due to



Back-office workforce optimization is an emerging

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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 <sup>4</sup> Frost & Sullivan, Profiling the Back Office Workforce Optimization Market, January 2015

For more information on Back-Office Workforce Optimization, visit

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