

# Why Modern WFM Technology Matters to CX and Customer Operations Executives

Contact centers and customer operations are under intense pressure. Customers expect fast, accurate, omnichannel service. Meanwhile, organizations need to control costs and keep employees engaged. The reality? With traditional workforce management (WFM) systems, organizations risk:

- **Poor Customer Experience:** Inaccurate forecasts and rigid schedules lead to long wait times, high abandonment rates, and low CSAT/NPS scores. Every point drop in NPS can cost millions annually.
- **High Operational Costs:** Manual forecasting often results in overstaffing or understaffing. Even a one percent error in forecast accuracy can cost hundreds of thousands per year.
- **Employee Attrition:** Limited scheduling flexibility and lack of employee engagement drive turnover rates of more than 30 percent.

These challenges add up to millions in lost revenue and efficiency – problems legacy WFM simply can't solve.

## Not All WFM Solutions Are Equal

Most WFM solutions offer basic automation for forecasting, scheduling, and reporting. But “good enough” isn’t enough anymore. Today’s environment demands AI-driven, unified solutions that go beyond the basics:

**Omnichannel Forecasting:** Modern WFM technology uses AI to predict demand across voice, chat, email, social, and back-office work, factoring in handle times, shrinkage, and external events.

**Dynamic Capacity Planning:** Advanced tools enable “what-if” scenario modeling to optimize staffing strategies and budget decisions.

**Employee-centric Scheduling:** AI-powered capabilities give employees real-time flexibility to adjust shifts within business rules, reducing absenteeism and attrition.

**Intraday Agility:** Automated alerts and AI-driven dashboards detect deviations to plan and trigger corrective actions instantly, keeping service levels intact during unexpected spikes or outages.

**Performance Intelligence:** Real-time dashboards and AI-driven analytics surface trends and anomalies proactively, enabling faster decisions and continuous improvement.

**Enterprise Scalability:** Modern WFM extends beyond the contact center to back-office and branch operations, integrating with HR, CRM, BPM, ERP, and ACD systems for a unified view of workforce performance.

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# Executive Perspective

## The Benefits of Modern WFM Technology

An AI-powered WFM solution overcomes the limitations of traditional WFM by incorporating all channels and work types, providing scheduling flexibility, and proactively surfacing anomalies and insights for faster, data-driven decision making. The solution delivers:

**Accuracy at Scale:** AI models continuously learn and adapt, improving forecast precision and reducing costly overstaffing.

**Operational Efficiency:** Automated workflows and bots handle routine tasks like schedule changes and intraday adjustments, freeing managers to focus on strategic priorities.

**Employee Engagement:** Self-service scheduling, mobile access, and transparent performance metrics empower employees, which can reduce attrition by up to 24 percent.

**Customer Experience Gains:** Faster response times, improved adherence, and optimized staffing can drive NPS improvements and dramatically reduce abandonment rates.

**Future-Proof Investment:** Cloud-based, open platforms integrate seamlessly with existing systems and scale across contact centers, back-office, and branches, ensuring your solution can grow with you as AI evolves.

## WFM Business Outcomes

Organizations adopting modern WFM solutions report:

- **Better CX:** 30 percent improvement in meeting service goals and more than 20 percent reduction in call abandonments.
- **Lower Costs:** 10 to more than 20 percent improvement in productivity, handling 2X to 3X more interactions with the same headcount.
- **Happier Agents:** 20 to 30 percent reduction in attrition.

## Executive Takeaway

Legacy WFM systems can't keep pace with today's contact center complexity. Modern WFM, built on an AI-powered CX Automation platform, isn't just a technology upgrade; it's a strategic enabler for reducing costs and elevating employee and customer experience. By unifying forecasting, scheduling, intraday management, and performance analytics under one intelligent platform, organizations can achieve AI Business Outcomes, Now™.

Before choosing a WFM solution, ask yourself: *Can it handle the complexity of today's contact center and adapt as my business grows and AI evolves?*

To learn more about the value of modern, AI-powered WFM solutions, check out the WFM buyers guide: [How Modern WFM Technology Solves Common Contact Center Challenges](#).



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