INTRODUCTION

Frost & Sullivan believes that it is worth exploring the building blocks and best practices for a new era of Workforce Engagement—the “behind the scenes” technology foundation for customer experience (CX) excellence.

Please note that the insights and opinions expressed in this assessment are those of Frost & Sullivan and have been developed through our research, primary interviews, and analysis. As part of this ongoing research, we identify companies that are true industry leaders, delivering best practices in what we term growth, innovation, and leadership (GIL).

Introducing Workforce Engagement

Today, the term Workforce Optimization (WFO) is quickly transforming in contact center circles. Take a moment to consider this new game-changing term: **Workforce Engagement (WE)**. Much more than a simple catchphrase, it describes a strategy that clearly defines what’s transforming the contact center marketplace—replacing old terminology and limited technology with a brand new model.

Intrigued? You should be. Workforce Engagement suggests that managers and employees actually have a voice, a “say so,” and input into how and when they engage with your valued customers.

What Small and Medium-sized Businesses Need Most

Finding the right Workforce Engagement solution is not as easy as it appears.

What small and medium-sized businesses (SMBs) are really looking for is an affordable and easy-to-use toolset that includes core customer engagement solutions such as call recording, forecasting, scheduling, real-time agent adherence, intraday performance analytics as well as advanced analytics, reporting, and automation capabilities.

What these firms need most are solutions that enable contact centers and help desks to elevate the customer experience, improve agent productivity, identify performance gaps, and empower their workforce to deliver an outstanding and efficient customer service experience.
The Evolving WFE Technology Stack

Advancements in technology offer new capabilities for refreshing the way we deliver on the promise to improve customer experience, drive agent productivity, and provide our workforces with the right tools globally. The hard part is figuring out how to deliver outstanding interactions consistently!

Today’s Workforce Engagement solutions are an ideal blend of traditional and contemporary forecasting and scheduling. They provide flexible scheduling and shift bidding, allowing room for the personal needs of the agents, while taking into account the needs of the business. Workforce Engagement solutions typically have three delivery methods available for contact center technology:

- **On-premise Solution**
- **Hybrid Solution**
- **Hosted Solution**

While each deployment method has its advantages, hybrid services can be tailored precisely to customer needs. These services can be seamlessly integrated into the existing IT infrastructure, including business productivity systems (e.g., telephony, CRM, payroll, time and attendance, and HR systems).

**Why It Matters!**

Moving forward with Workforce Engagement can support your contact center and help desk by:

- Improving interactions.
- Optimizing schedules and forecasts efficiently.
- Maximizing revenue and C-Sat.
- Achieving better cost management.
- Increasing service levels.
- Boosting agent utilization.
THE FINAL WORD

Frost & Sullivan believes that Verint Workforce Engagement should be a key pillar in any customer care strategy. It encompasses organizational initiatives, physical environment, incentives and rewards, desktop tools, mobile apps, emerging technologies, and analytics. The ever-present need to increase efficiency and reduce costs can effectively be achieved with higher levels of Workforce Engagement, as personalized performance data and rewards give employees “skin in the game.”

Want to learn more? Read chapters 2, 3 and 4.

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.

ABOUT VERINT

Verint® (Nasdaq: VRNT) is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization and cyber intelligence. Today, over 10,000 organizations of all sizes in more than 180 countries—including over 85 percent of the Fortune 100—count on intelligence from Verint solutions to make more informed, effective and timely decisions. Learn more about how we’re creating A Smarter World with Actionable Intelligence® at www.verint.com.
Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today’s market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?