

# Fast-Tracking Your Journey to Workforce Engagement: Tips for Small and Medium-Sized Businesses

Today's small and medium-sized businesses (SMBs) face many of the same business requirements as their larger counterparts, such as the need to drive sales, manage operating costs and deliver high-caliber customer experiences. But unlike large enterprise organizations, they often address these challenges in an environment with fewer resources and a greater reliance on manual processes.

What if organizations of all sizes could access and leverage the same enterprise software? Some vendors have made their enterprise workforce engagement solutions available in affordable packages that are more dynamic for small and medium sized businesses. These flexible cloud solutions can scale and meet technical requirements while remaining cost effective. Not only are these solutions full-featured, easy-to-use and less costly to implement, they've also been developed specifically for businesses requiring fewer licenses.

But what is workforce engagement? Workforce engagement is a new term in the customer experience industry that replaces the outdated terminology of workforce optimization. Workforce engagement highlights the importance of engaging employees to make them feel valued. In turn, this can positively impact the customer experience with quality customer interactions.

So how do you navigate selecting and purchasing a workforce engagement solution as a SMB? Let's look at six areas to consider when making your decision:

## Service Simplification and Quality

For years, packaged software and services have appealed to SMBs. When purchasing workforce engagement as a SMB, it's

important to carefully review training and consulting costs help ensure they don't cost more than the software itself. Packaging software and services together helps to ensure simplification in the implementation process. And when deploying your solution in the cloud, services can be even faster and smoother.

Implementation can at times be the most challenging part of the deployment process. Find a vendor that can help you effectively navigate deployment and gain value from your investment. It's important to have a team with a hands-on approach and a proven track record of performing successful global implementations for SMBs. You'll want a vendor with a well thought-out professional services methodology and a customized project mapping model.

## Ease of Management and Maintenance

Look for workforce engagement solutions that are easy to manage and maintain. For example, can the vendor manage moves, adds and changes related to agents, business rules, extensions, workspaces, security profiles and user roles, rather than you or your application administrator?



# Executive Perspective

## Integration with Existing Systems

Your workforce engagement vendor shouldn't determine which technologies you use. Open APIs for integration with existing or new systems give you the flexibility of choice in technologies. When searching, an ACD-neutral vendor can deliver easy integration and faster implementation, giving you the freedom to remain independent of an ACD.

## Proven, Unified Solutions

Find solutions that provide tight integration and workflow among workforce engagement applications, along with a single user interface to help you quickly gain access to information for faster, more informed decision-making. You should be able to start anywhere by licensing the necessary applications and then add additional applications when needed over time. You can also benefit from simplified system administration and maintenance, intuitive interfaces and navigation, and reduced total cost of ownership.

## Ease of Doing Business

Sometimes, we all just need an "easy" button. Vendors that are easy to do business with can enable you to focus squarely on your business and the customer experience. Because the best solutions, resources and talent are often available through enterprise workforce engagement providers, they might just be the perfect SMB solution provider as well.

## Competitive Price Points

Many SMBs looking for a workforce engagement solution are challenged by price point. That's why it's important to target a vendor with cost-effective pricing that offers organizations a viable pathway for enhancing quality, service delivery, workforce performance, and customer experiences and engagement.

## Verint Can Help

Getting workforce engagement right is important for SMBs who are trying to better performance to improve customer experiences. By learning what you need to know for your journey to workforce engagement, this process can be much easier and simpler to manage.

Verint® has a dedicated, hands-on team focused on the deployment of workforce engagement solutions for SMBs. Following a proven, standardized professional services methodology, organizations benefit from a customized project mapping model, with fixed-price implementations that help adhere to schedule and budget.

For more information about Verint solutions for SMBs, check out our [website](#) or email us at [info.smb@verint.com](mailto:info.smb@verint.com).

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