



Region

Americas



Solutions

Verint® Workforce
Management™
Professional



Industry

E-Commerce Retailer

Results

- Reduced administrative time by 90%.
- Increased schedule adherence from 60% to 80%.
- Increased the number of calls per agent by 7%.

Opportunity

Mason Companies Inc. is a family-owned business that began more than 100 years ago. Today, Mason owns and operates 10 businesses that sell everything from shoes and apparel to bedding and electronics through its ecommerce websites and direct mail catalogs.

Mason remains committed to its customers, employees, and the Chippewa Falls, Wisconsin community where it is headquartered.

As a thriving multichannel retailer that has a contact center with approximately 330 agents between two locations, Mason struggled to forecast and schedule efficiently and effectively using spreadsheets. Scheduling was done from scratch each week and was taking about 20 hours. Mason began to look at workforce management solutions in early 2016, shortly after a director was appointed to oversee the contact center. The objective was to be able to forecast based on the fluctuation within the business day, and the ability to make schedule adjustments quickly.

Also, due to the nature of its business, Mason was dealing with seasonal spikes where staffing needed to adapt rapidly to deliver an outstanding customer experience. Consequently, Mason required a flexible solution to fit the seasonality of its operations.

In addition, Mason knew it had to manage a culture change and training initiative as its leaders and agents had no previous workforce management software experience.

Solution

When looking for a workforce management solution, Mason's main requirements were simplicity, ease of use, integration to other tools and systems, as well as reporting, which was crucial to its business.

After exploring several workforce management vendor solutions, Mason opted for Verint® Workforce Management Professional™. With this solution, Mason can generate reports for real-time adherence, build accurate forecasts and schedules with the ability to monitor and alert its agents, as well as make on-the-fly adjustments to its schedules.

As a cloud solution, Verint Workforce Management Professional allows Mason to adjust its seasonality spikes based on usage. Additionally, training and support from Verint provided a smooth learning experience for managers and agents.

Verint Workforce Management Professional is a quality solution for different spectrums of the call center worker. It has made me more efficient with my time and has allowed me to provide more timely and accurate data to the leaders and agents I support.

– Keith Tietz, Workforce Management Specialist, Mason Companies Inc.



Benefits

Soon after implementing Verint Workforce Management Professional, Mason started to see positive results in scheduling more efficiently. The administrative time to develop schedules was considerably reduced. Prior to implementing this solution, scheduling would take up to 20 hours per week. After, this was reduced to approximately two hours per week. Staffing variability was also improved, due to the ability to schedule in 30-minute increments.

During the benchmarking phase in preparation for introducing schedule adherence, the contact center agents were averaging around 60 percent adherence. After implementing Verint Workforce Management Professional and introducing schedule adherence metrics and reporting to the contact center, the average moved to about 80 percent within 30 days.

In addition, over time, the number of calls per agent improved by about seven percent due to implementation of better metrics for adherence and productivity.

Part of Verint Customer Engagement Cloud Platform

Verint Workforce Management Professional is part of a patent-protected portfolio of cloud solutions for building enduring customer relationships. With a full set of solutions for digital-first engagement, Verint helps the world's most iconic brands efficiently connect work, data, and experiences to consistently deliver differentiated experiences at scale.



Learn more about
Verint Customer Engagement Solutions at
www.verint.com/engagement

The Customer Engagement Company™

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