VERINT®

What's Next for Workforce Optimization?

Workforce Engagement Adds Critical Capabilities

Workforce optimization (WFO) has long been considered the lynchpin that holds contact centers together. Without it, most organizations would struggle to efficiently schedule employees, assess their performance, and plan for the future.

But today's WFO is about more than just planning. As the expectations of customers, employees, and regulators continue to skyrocket, so does the pressure on your contact center. Planning employee schedules and workload remain critical, but now, you must engage customers and agents more effectively while driving better, more differentiated service.

Faced with limited resources and escalating demands, many contact centers are in a bind. They need to simplify, modernize, and automate customer service, but traditional WFO doesn't provide some of the capabilities that could help them reach these new goals. That's the realm of *workforce engagement*, which augments the capabilities of WFO with more advanced functionality, such as automation, artificial intelligence, and knowledge. Let's take a closer look.

Plan for Success

If your end goal is successfully and efficiently handling inbound customer inquiries, the first step is making the right employees with the right skills available at the right time to handle the workload. And then, you need to monitor their performance. That's WFO 101.

Workforce engagement goes further to help you plan for success by automating the entire contact center quality process, from scoring evaluations for up to 100 percent of calls through assigning coaching. A seamless, automatic workflow for scoring calls, sharing these metrics, triggering alerts, and viewing the results of coaching sessions can help you resolve skill gaps.

Engage Customers and Employees

Once you have the right agents in place, they'll need the tools to handle customer inquiries with accuracy and speed.



Since many customers use self-service to resolve simple inquiries on their own, customer service issues that make it to the contact center are far more complex than ever before. Agents need quick access to a vast amount of information, such as answers to common questions, customer details, and the appropriate processes to follow.

This data should be available to agents in a single place, with information presented at the right time within the context of the interaction. And the same experience should be available whether the agent is handling a phone call, email, chat, or any other type of conversation.

Workforce engagement leverages knowledge bases to provide agents with easy access to the information they need, along with a unified view of the customer—such as profile data and interaction history—right on the desktop. It can incorporate automated process guidance, which can help boost efficiency and compliance with company standards or industry regulations, even when working through the most complex processes.

Workforce engagement can even incorporate intelligent virtual assistants (IVAs). Deployed in digital channels and self-service interfaces (such as web chat, SMS, Alexa, etc.), IVAs simulate natural conversation to capture and deliver information, or take actions on behalf of customers (or employees). Using IVAs to automate routine contact center tasks can significantly drive down handle times and service costs.

Analyze Interactions to Drive Enhancements

The analysis component of your customer service strategy cannot be ignored. By leveraging text analytics to analyze emails and chats, and speech analytics to examine phone conversations, your organization can quickly spot trending topics, key categories, and areas for improvement. You can identify unhappy customers, repeat interactions, potential product or compliance issues, and more. Use the findings from your analysis to improve agent training, modify processes, or add items to the knowledge base.

Traditional WFO is only a piece of the customer experience puzzle. Today's contact centers require modern workforce engagement solutions to them help drive better operational efficiency, customer experience, employee engagement, compliance, and more. ■

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