



AMEYO

Interactions
Simplified

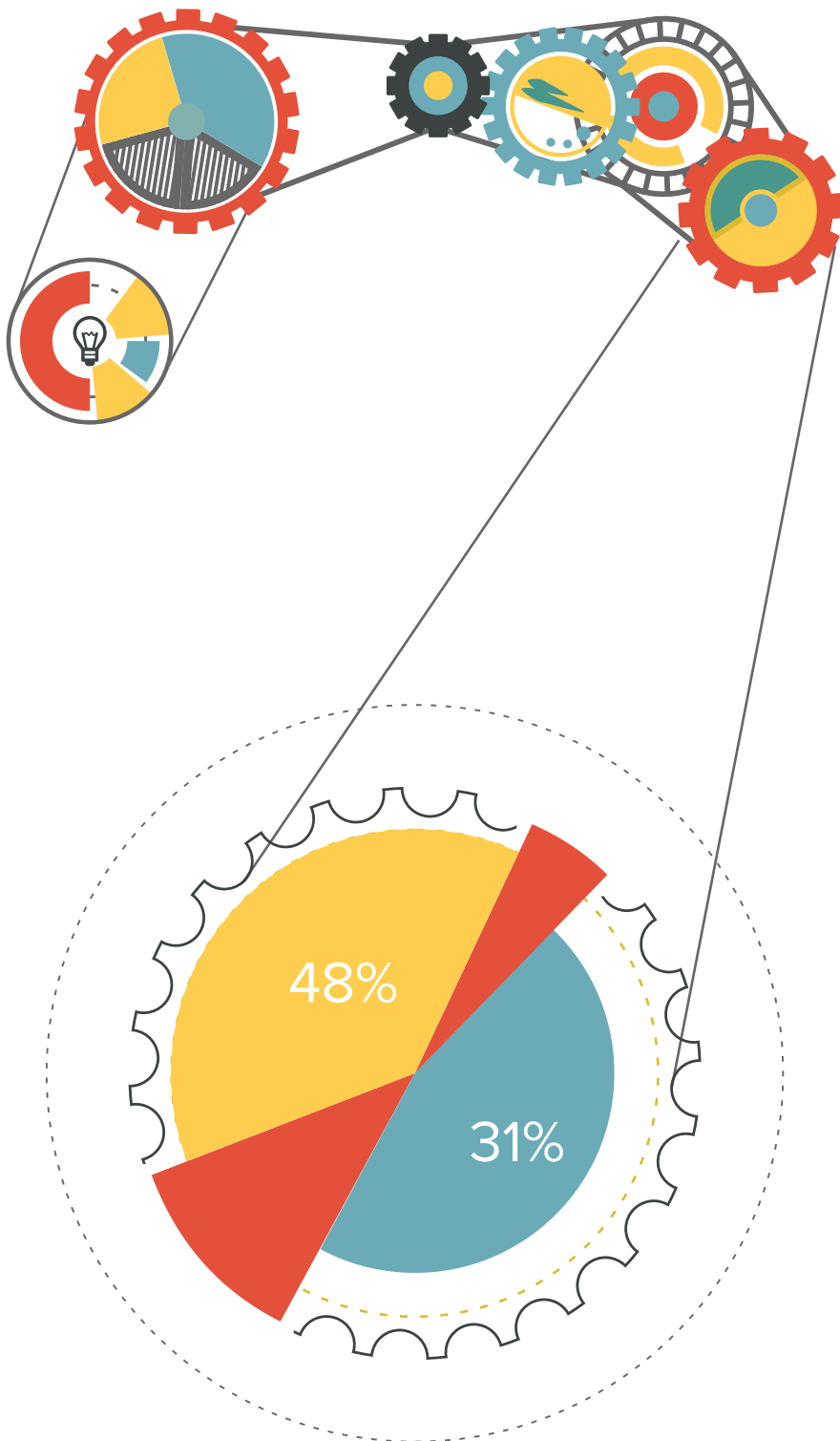
| Whitepaper



ESSENTIAL WFM CAPABILITIES

For SMB, Large & Omni-channel Contact Center

Author: Vinayak Joshi



Introduction

Workforce Management

Workforce Management (WFM) solutions are becoming an integral part of almost every contact center in the world today. More than 50% of the contact centers in the world now use WFM solutions (The adoption is higher among large contact centers).

It's importance can easily be understood by taking a look at the impact it has on a Contact center:



Employee Motivation: Proper training and working schedules ensure reduced wastage of efforts and employee's time.

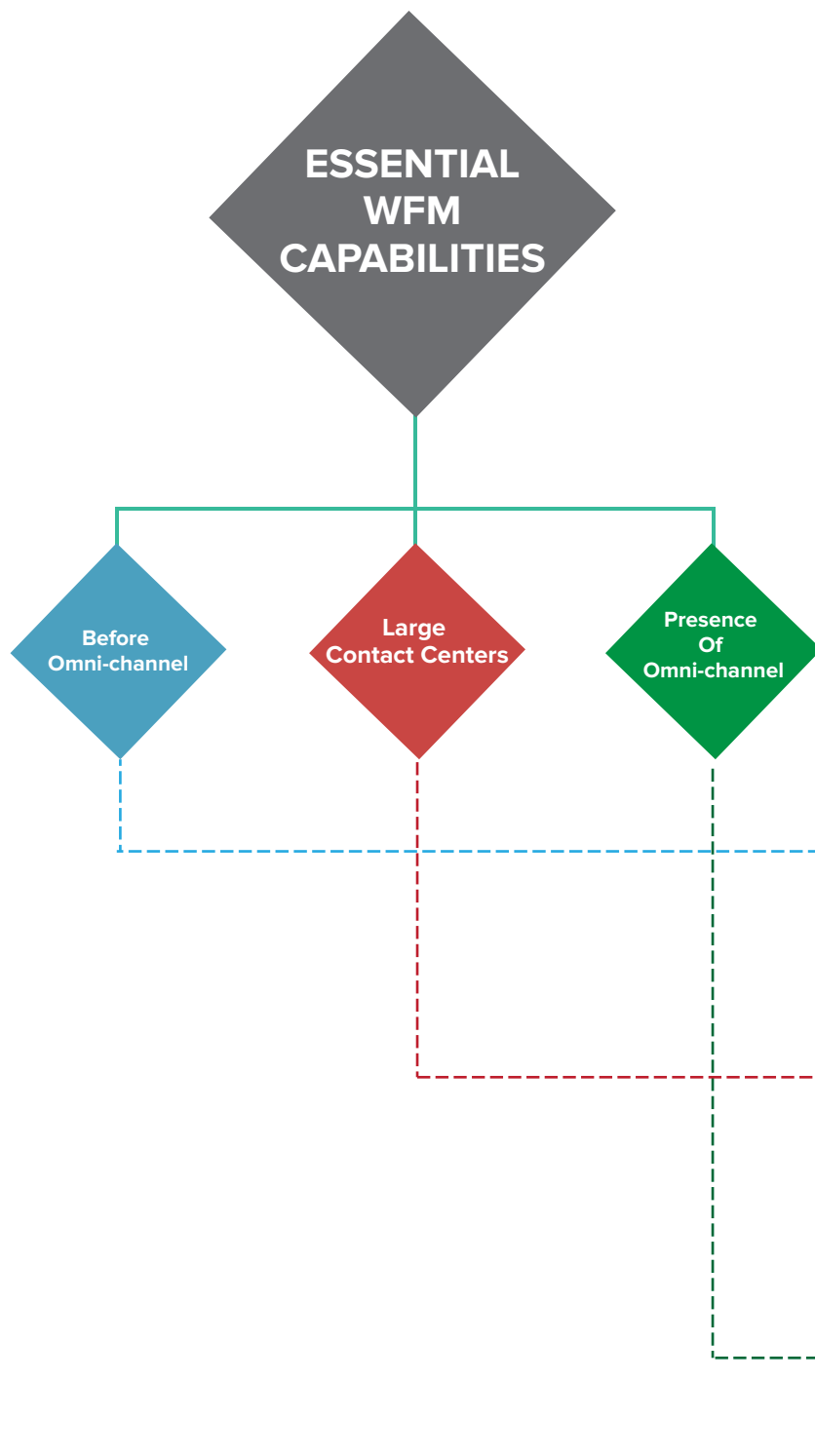


Customer Experience: Customers are routed to the right agent, ensuring a swift & satisfactory solution.



Operational Efficiency: Contact Centers inherently are Operations-heavy units and WFM introduces efficiencies impacting bottom lines.

This white paper looks into the essential capabilities of a WFM solution that were required for SMB & Large contact centers before the arrival of Omni-channel contact center. It then mentions some complexities introduced by the presence of multiple channels along with WFM capabilities that are needed to address them, for an omni-channel contact center.



Essential WFM Capabilities

Running a contact center was never easy. From logistics to human resources, every area requires careful planning and timely execution. And although different channels of communication have helped in reducing the load on voice-based systems, yet they have added to the complexity of running a contact center.

BEFORE OMNI-CHANNEL

(a) Small & Medium Businesses

Large contact centers

(a) Forecasting

(b) Employee satisfaction

(c) Reporting

PRESENCE OF OMNI-CHANNEL

(a) Working across different channels

(b) Shortage of skilled workforce

BEFORE OMNI-CHANNEL

Small & Medium Businesses

These are usually 10 to 200 seat contact centers. SMB contact center saw huge growth in the past decade. Problems of scheduling were usually handled through excel sheets or other database based tools. But rising number of customer interactions led to SMB contact centers facing problems regarding workload predictions and sudden staffing needs.

Predicting future workloads:

Even though there are less number of seats in an SMB contact center, the interactions per seat are almost same to that of a large contact center. This required forecasts based on the past data that helped in predicting future interactions, helping in deciding future staffing requirements.

Sudden rise in demand:

Most SMBs are able to manage their operations year-round. SMB BPOs being small and hence flexible in terms of their operations are preferred by many organisations for facilitating their business processes. This can very easily lead to sudden demands. Even non-BPO SMB contact centers experience increase in interactions due to effects like

seasonality, new product/service launch etc. Such sudden demands provide great opportunities for growth and must not be rejected due to the shortage of manpower.

Aided by improvements in the field of computers and high-speed internet connectivity, organizations can now provide work from home facility to the employees. These remote employees helped in managing spurts in demand without being taken in as full-time employees.



Large contact centers

A large contact center runs more than 200 seats which can go higher than 5000 seats. And though the interactions per seat are only slightly higher than an SMB contact center, the number of people working (especially more than 500) introduces enough complexities.



Forecasting

Forecasting is very important for a large contact center helping in deciding future staffing needs. But, given the large interaction volumes and performance metrics like Average Holding Time (AHT), wrap-up time, effective working time etc., it became important to have a WFM that was able to improve upon the forecast by employing current data, allowing to keep variations from business metrics to a bare minimum.



Employee satisfaction

Workload pressures at a large contact center can make the job of customer interaction quite frustrating. And most of the schedules are created using complex scheduling algorithms based on the forecasts to achieve metrics defined by the management. Mandatory adherence to these schedules without the option of self-scheduling made employees feel un-empowered.

A WFM solution running on complex algorithms provided a self-scheduling option to employees. These system-generated schedules take forecasting, available staff and business metrics into consideration. Hence, employees were able to opt for schedules that were better suited for them without compromising business metrics.



Reporting

In a large contact center reporting of contact center statistics take huge importance because of the scale of the operations involved. But a reporting system that only displayed the statistics still left the management confused.

For a large contact center, a WFM that generates reports along with actionables are comparatively more beneficial. Such actionables are based on the observed statistics and the situation of the contact center. E.g. less number of calls per agent can mean either lack of desired skills among the staff, leading to increased resolution time or the contact center is overstaffed. Both require different actionables. One situation requires an improvement in the selection procedure and employee training, the other situation requires assigning extra people to some other business activity or workforce optimisation.

PRESENCE OF OMNI-CHANNEL

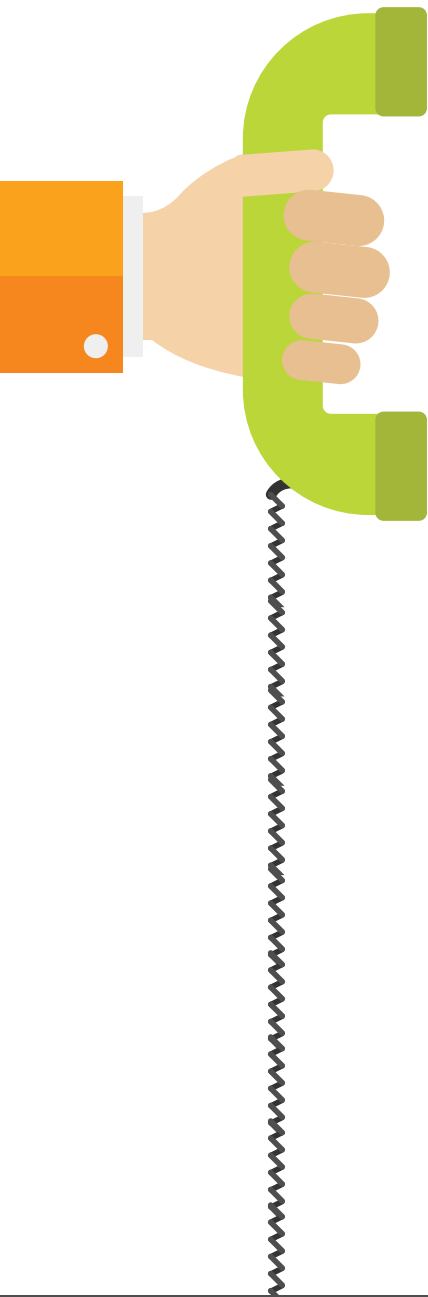
An omni-channel contact center is running operations across different communication channels (voice based calling, e-mail, chat, and social media). These channels help in distributing interaction loads and provide with more options for connecting with a customer. But the presence of many channels has also introduced complexities.

An omni-channel contact center will require almost all of the other WFM capabilities mentioned above (i.e. Forecasting, Scheduling, Self-scheduling & Reporting) depending upon whether it is an SMB contact center or a large contact center. Further, as mentioned below it will need some other capabilities also, due to the following reasons:



Working across different channels: Many organizations fail to take full benefits of omni-channel systems because their different channels are working in silos. This can lead to many customer-related issues (e.g. customer is asked for the same details on different channels).

Such issues not only lead to customer frustration but also to improper employee work recognition.



Consider this scenario:

A customer contacts the contact center through chat regarding his/her issues. The agent at the chat asks further questions regarding his/her problem. After some time, the agent realises that this issue can be resolved by the agents on voice system, and customer is instructed to consult the agent on the phone. But as soon as the call is connected the agent at the phone asks the same series of questions, frustrating the customer. And in many cases the customer just hangs up the phone.

At the contact center, there are now two agents who tried resolving the issue but currently both have failed. This will negatively impact their performance and will not represent their efforts rightly.

The above-described situation calls for an integrated omni-channel solution, that is able to transfer customer interactions to all the channels. From WFM perspective, this calls for a compensation & reward system that is able to track customer journey across channels. Based on this journey and the skill set of the involved agents adequate recognition of efforts can take place.

Shortage of skilled workforce:

As mentioned in the SMB section, a shortage of workforce can lead to losing revenue generating opportunity. An omni-channel contact center can witness sudden rises in demand for a particular skill-set. Again, hiring permanently may not be profitable for the contact center. Hence, using work from home solution can help in meeting the additional demand.

Besides the above-mentioned capabilities, an omni-channel contact center will also require other WFM capabilities depending upon whether it is an SMB contact center or a large contact center.

CONCLUSION

From above it can be concluded that shifting to omni-channel will require further capabilities of compensation & reward and work from home. Failure to achieve efficiency and customer satisfaction in an omni-channel contact center is primarily due to different channels working in silos. Integrated applications for different channels will lead to better issue resolutions and reduced agent frustration.

ABOUT AMEYO

Ameyo powers millions of relationships between companies and their ecosystem of business. Designed to simplify interactions and meet business challenges head on, Ameyo is modeled by Drishti Soft who are domain experts in providing CIM, real-time collaboration, contact center software, networking and related services to companies of all sizes around the world.

Few of our Customers



Awards and Appreciations

Ameyo's awards and the company's long list of accomplishments, including Business and technology awards.



Corporate Office

INDIA

B2/450, Spaze iTech Park, Sec-49,
Sohna Road, Gurgaon-122018,
Haryana (India)
Tel: +91-124-4771000
Email: info@ameyo.com

PHILIPPINES

14-B, Rufino Pacific Tower,
6784 Ayala Avenue, cor. Rufino St.,
Makati City, 1200 Philippines.,
Phone: +63-917-312-6202

