

Webinar

Improving Forecast Accuracy



5 factors that affect forecast accuracy

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Editor



1. The weather



Cold weather

Car breakdowns

Boiler repairs

Deliveries not getting through

Hot weather

Increased demand for products
(soft drinks, ice creams)

People taking days off

Products melting

2. Mailings



With Mailsort 3 it's difficult to predict exactly when a mailing will drop

3. Marketing campaigns

A man with short brown hair, wearing a white button-down shirt, is seen from behind, sitting in a dark leather chair. He is looking at a computer monitor. The monitor displays a dark blue screen with white text that reads "Call us now on" followed by the large number "0800".

Call us now on
0800

4. Disasters



When disaster hits

Fires in other offices or warehouses

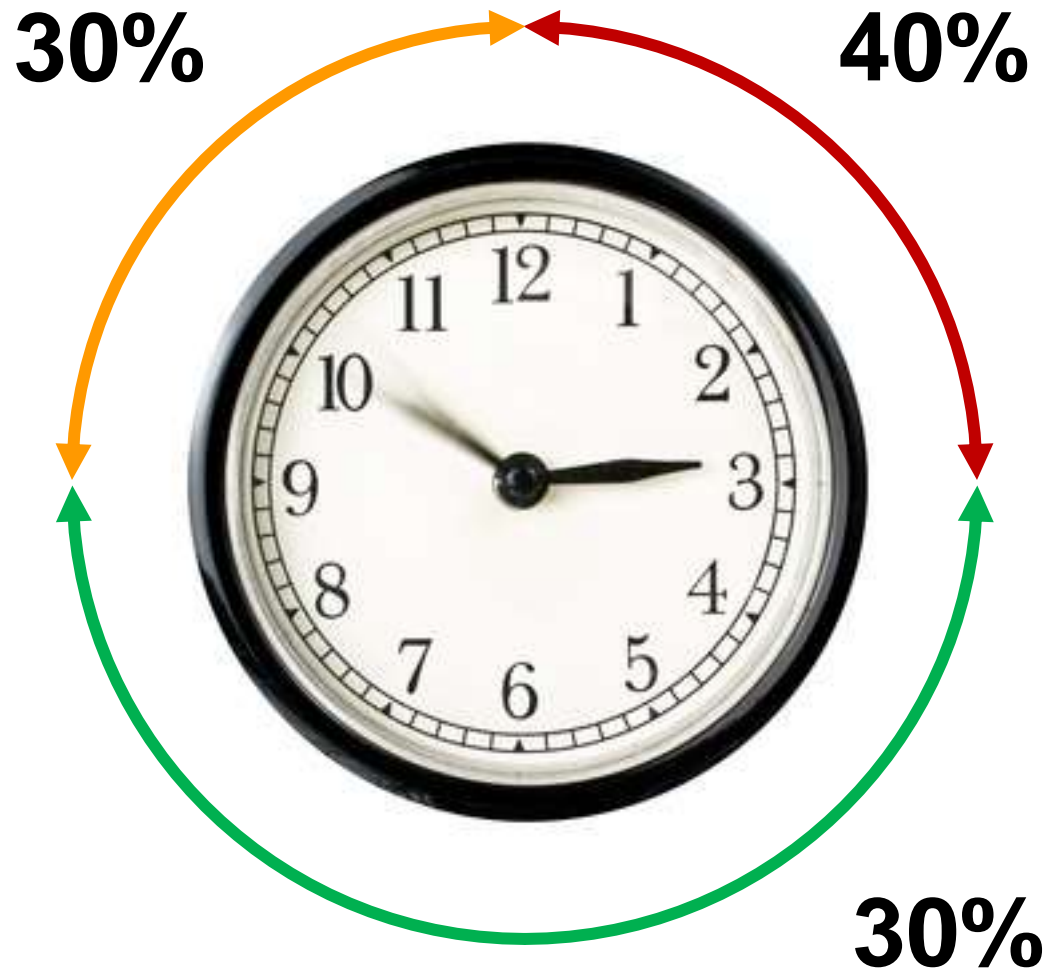
Problems in phone networks or
broadband outages

Power failures in other contact centres

Transport breaking down

Strikes

5. Call arrival patterns



Thank You

(Please take a few moments to complete our survey)

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