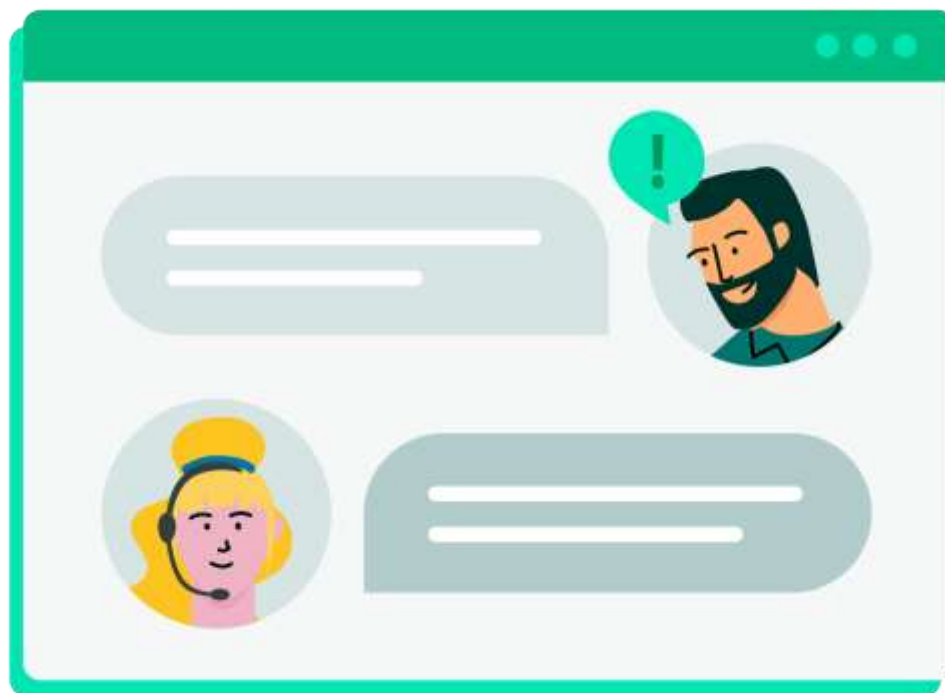# Managing Channel Shift

- Integration and visibility is key

- It's not one-for-one

  ○ Understand growth and decline rates, seasonality

  ○ Don't overlook customer initiatives around digital channel volume shifts

  ○ Synchronous and asynchronous work patterns

- Concurrency becomes a big factor

Expand your view of "handle time"

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APAC Phones (consumer)

Workstream details - Identifier: 6518234

Start time	**First Answer Time**	**First Answer Handle Time**	**Wait Time**
10:39:12 15/09	11:22:34 16/09	50m 25s	1m 55s
Talk Time	**Agent name**	**First Solve Time**	**First Solve Handle Time**
9m 5s	Maddison Sullivan	11:42:34 16/09	15m 1s
Solved by			
Maddison Sullivan			

Workstream Activity

Start ↑	End	Handled by	Handle time	Description
15/09 10:39:12	15/09 11:11:43	Jael Gaca	29m 34s	Inbound Phone (completed)
15/09 11:11:43	15/09 11:14:07	Jael Gaca	2m 24s	Zendesk worklog activity
16/09 11:03:43	16/09 11:13:05	Maddison Sullivan	9m 22s	Zendesk worklog activity
16/09 11:13:05	16/09 11:22:34	Maddison Sullivan	9m 5s	Outbound Phone (completed)
16/09 11:22:34	16/09 11:25:01	Maddison Sullivan	2m 27s	Zendesk worklog activity
16/09 11:29:59	16/09 11:42:33	Maddison Sullivan	12m 34s	Zendesk worklog activity
17/09 08:41:03	17/09 09:11:45	Maddison Sullivan	30m 42s	Zendesk worklog activity

Leverage Your Internal Partners

- Leverage supervisor / team leads to share or take "ownership" of adherence
- Use Interaction analytics, or even QA, to identify the "why" behind volume surges
- Work jointly on identified hotspots of unplanned leave
- If available, inform QA with queue and schedule insights that provide context to that moment of time (automated!), and have quality results by channel inform schedule preferences

Establish a Clear Schedule Exception Policy

- Who enters exceptions?

- What kind are acceptable?

- What boundaries are in place?

- What would you change?

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