



Raising Standards in
Customer Operations

Best Practice

Forecasting and Scheduling on
Digital Channels

A glowing blue fingerprint graphic is the central focus, rendered with a digital, particle-like texture. It is set against a background of a circuit board pattern. The fingerprint is enclosed within a futuristic, glowing blue frame that has a grid-like structure and some data-like indicators on the left side. The overall aesthetic is high-tech and digital.

Unlocking Opportunities
You are the key

Forecasting and Scheduling on Digital Channels



**HISTORICAL
PATTERNS**



**CAUSE &
EFFECT**



GUESSWORK

FINE TUNE – NORMALISE – ADJUST

**Resource required for
forecasted demand**

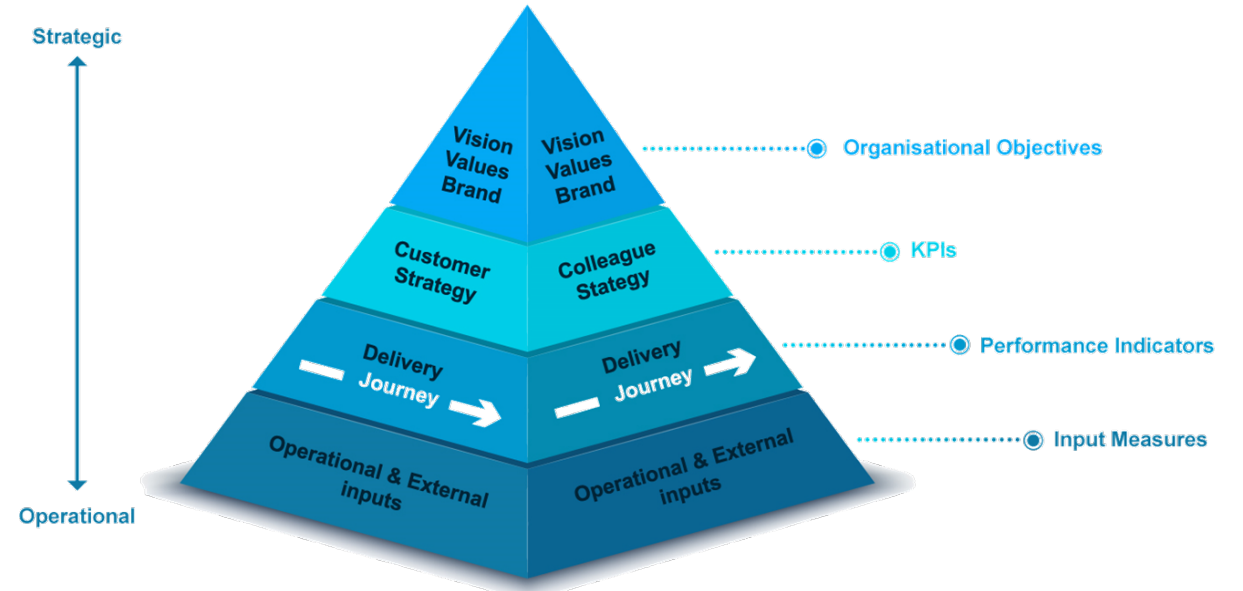
**Demand capacity of
forecasted resource**

Strategy & Operating Model

Who owns each channel?

How do we manage customer experience across channels?

How do we balance cost & quality?



Skills & Capability

- Do we need different skills for different channels?
- Which channels/skills can be blended, which need specialism?
- How are different channels/skill managed consistently?



Data & Insight

- How do we align the data from each channel?
- How do we gain visibility of all customer journeys?
- How do we get and understand root cause?



Demand Planning

- Is demand incremental or deflection?
- Can I forecast without, or with only limited data?
- What drives volatility?
- Concurrency: myth or legend?

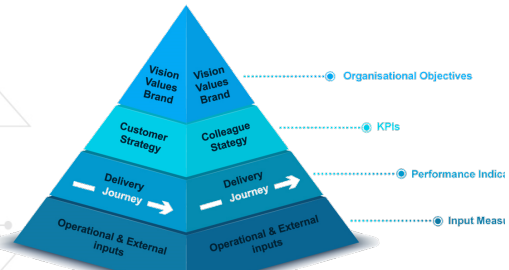


Resourcing

- How do we prioritise channels?
- How can different channels support one another?
- What are the opening hours?



Forecasting and Scheduling on Digital Channels



Strategy & Operating Model



Skills & Capability



Data & Insight



Demand Planning



Resourcing

More Information & further reading

Virtual National Conference

1st to 5th November

Community Connection

9th November, Crewe Hall

Digital Planning including Asynchronous Messaging

Networking group, 9th December

