

**NICE**

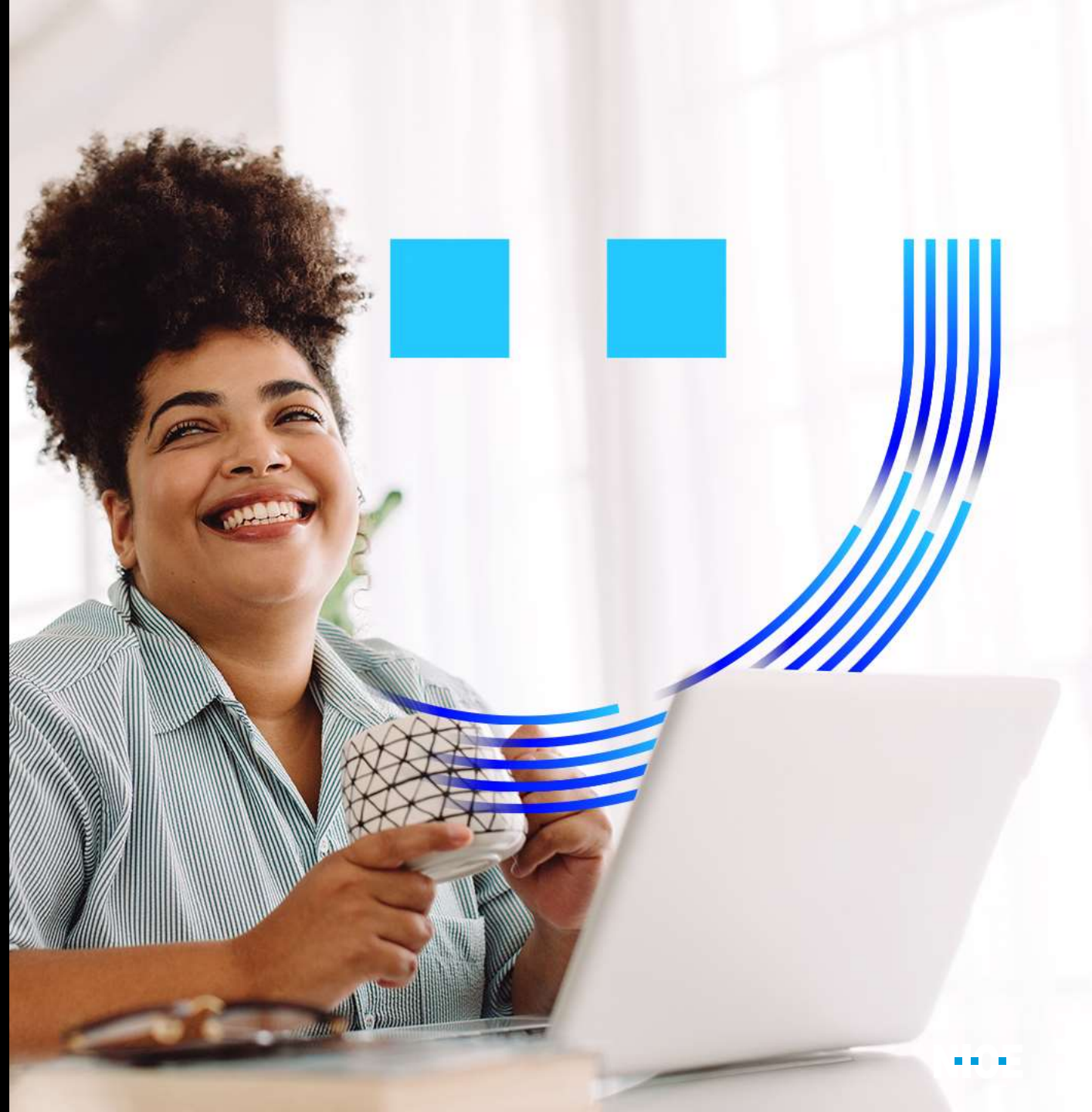
# Unlocking the Latest WFM Secrets

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Customers expect to be able to use their preferred communication method with the companies with whom they deal.

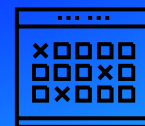


# Understanding the Pain of Treating Digital Channels Too Simplistically

Inaccurate  
long-range planning



Inefficient  
schedules



**RESULT:**

DECREASED CSAT  
INCREASED COSTS,  
OR BOTH

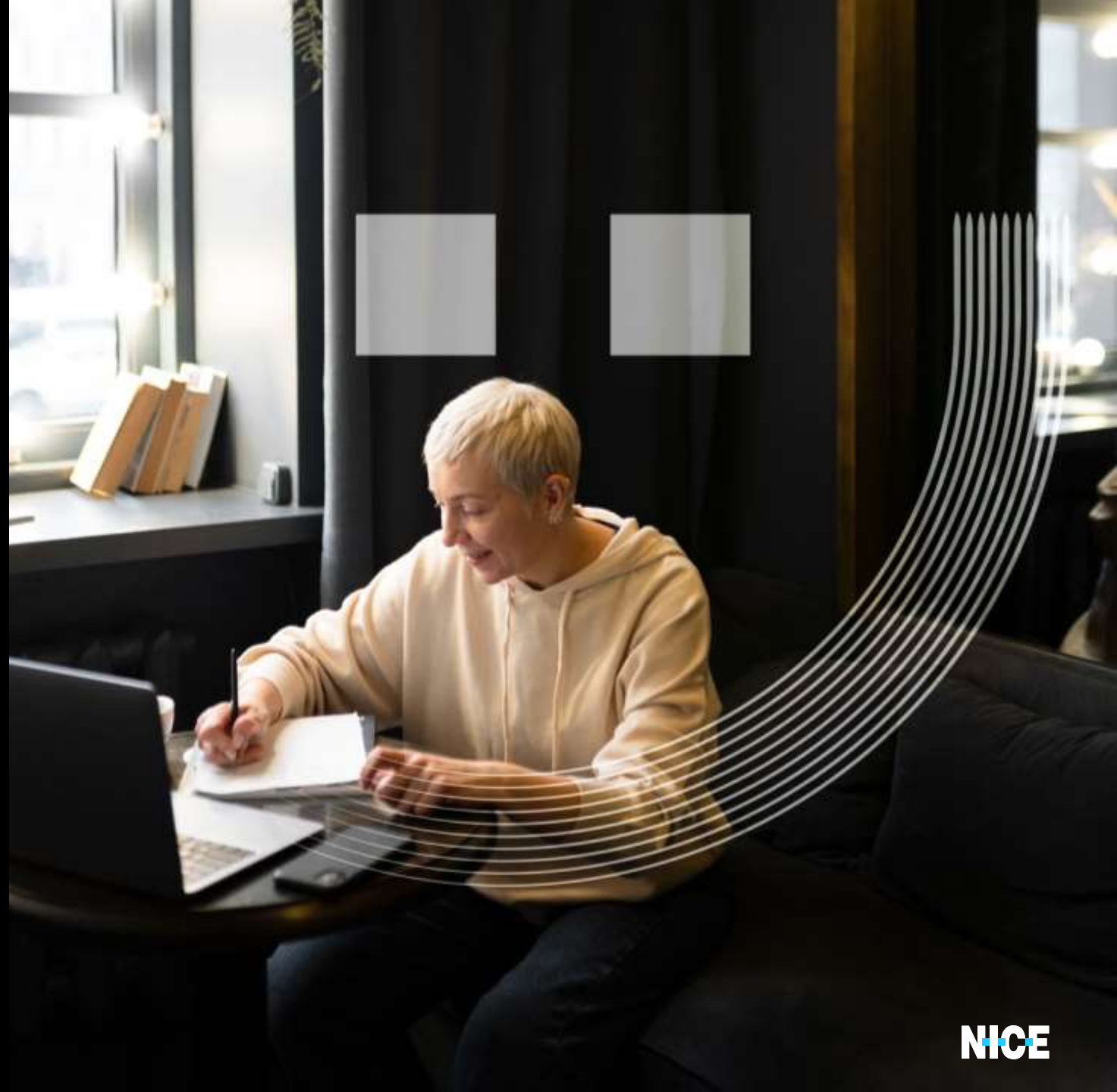
Inaccurate  
requirements from  
forecast



Changes become  
painful to ensure skills  
and channels are both  
covered



# Long Duration Work and Asynchronous Work



## Synchronous

- The conversation, dialog, or messaging between the requestor and the employee is continual and contiguous.
- Although there may be pauses or breaks in the flow of the conversation, the requestor and the employee are fully engaged and not easily distracted by other work objects.

## Asynchronous

- The conversation, dialog, or messaging between the requestor and the employee is intermittent, sporadic, and discontinuous.
- There are frequent pauses or breaks in the flow of the conversation. The requestor and/or the employee are not fully engaged and are easily distracted by other work objects.

# Challenges with Long Asynchronous Interactions



Business problem:  
**was this...**

**A**

One contact that lasted 10 minutes?

**B**

One contact that lasted 70 minutes?

**C**

Three separate Contacts with an average handle time of three minutes and 20 seconds?

**which interval should the information be reported?**

**1**

When the contact started

**2**

When the contact ended

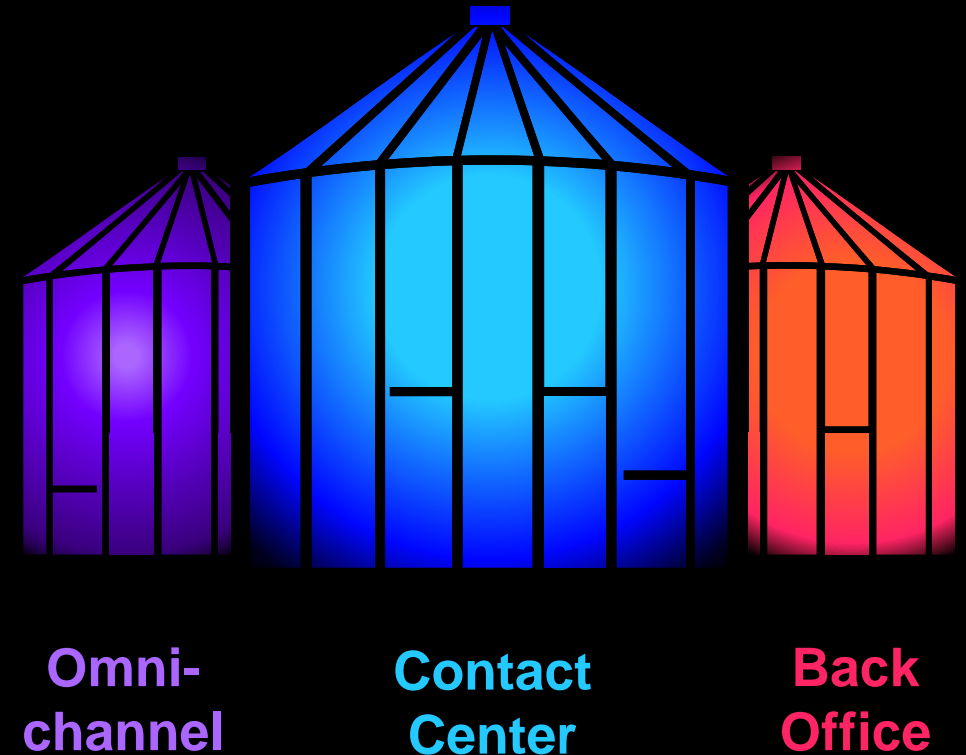
**3**

In each interval work was performed

\* The example is "email"; other examples include SMS, social media posts, chat, claims, tickets, cases, etc.

# Current WFM Paradigms Resist Blending Work

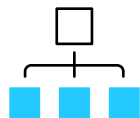
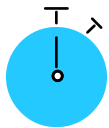
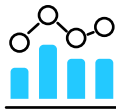
- Forecasts are based on when a work item\* is completed (not based on when the work was performed)
- Work items are assumed to be synchronous
- AHT is shorter than the planning interval
- A work item is processed by a single employee
- Employee works no more than 1 work item concurrently
- A work item resides in a single channel



\* Call, contact, chat, social post, message thread, case, ticket, etc.



# Our Operational Context



- **Omni-Channel & Blended** - the nature of **work is changing**
- **Bots** – handling the simple, **leaving the complex** (*long handle times are more common*)
- **WCE Analytics** – waiting until contact ended is waiting **too late**
- **Blended Planning Interval** - work planning and scheduling must be **normalized to the smallest planning interval** for blended work items
- **Work Item Decomposition** - Synchronous & asynchronous work items that have a lifespan longer than the planning interval must be **decomposed** into **activity-based work history**
- **Activity-Based WFM** - schedules must cover both **work item-based** & **activity-based** staffing requirements

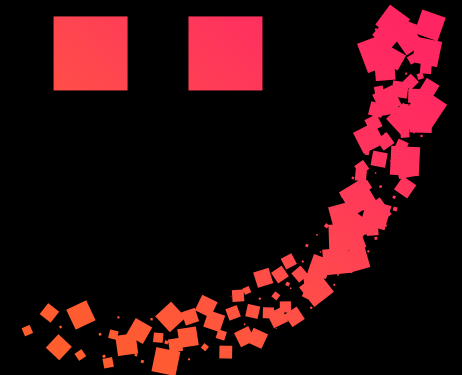


# A Paradigm Shift: TTI Analytics

WFM using Answered & Active  
True to Interval (TTI)



# Challenges With Long Interactions




## “When Contact Ended” (WCE)


- A contact is counted once in the interval in which it ends...even if the contact spanned intervals
- Handle Time is reported only in the interval in which contact ends

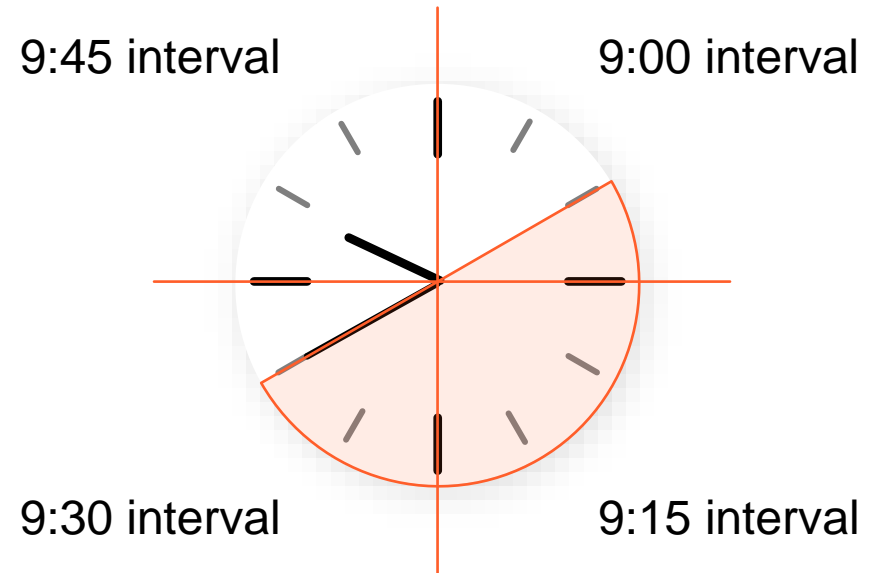
### Contact Arrives at 9:10 & Completes at 9:40

Interval	Received	Handled	Handle Time	Staff Req
9:00	1	0	0	0
9:15	0	0	0	0
9:30	0	1	30	2 people*

\*Workload = (1 contact x 30mins) / 15mins in interval = 2 people

- Use when... 
- most contacts arrive and complete in the same interval
  - intervals are longer than the handle times

- Creates** staffing problems when... 
- handle times are long or intermittent and contacts span intervals
  - intervals are shorter than the handle times



# Challenges With Long Interactions

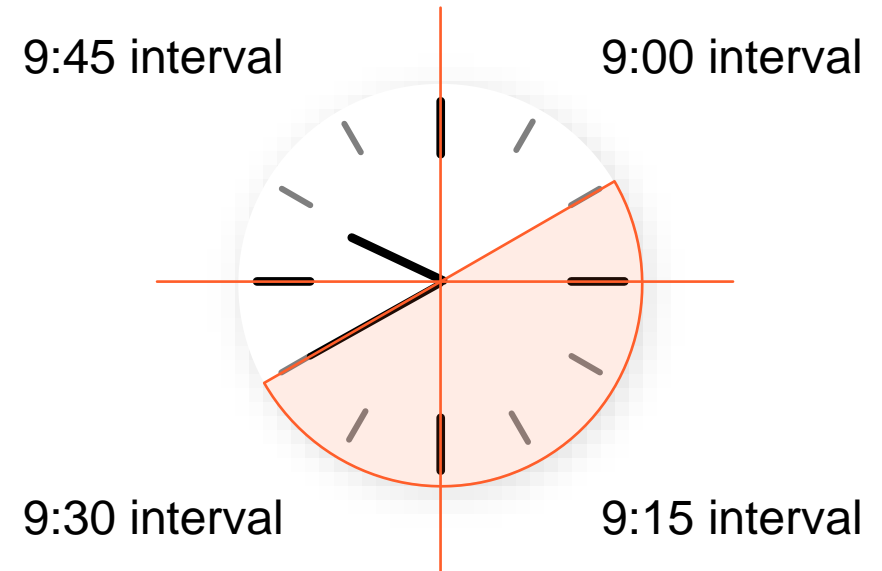


## New “Answered & Active True to Interval” (TTI)

- A contact is counted once in the interval in which it is initially answered  
*If the contact spans intervals, it is counted again in each subsequent interval where activity occurred*
- Handle Time is reported in each interval in which work activity occurs

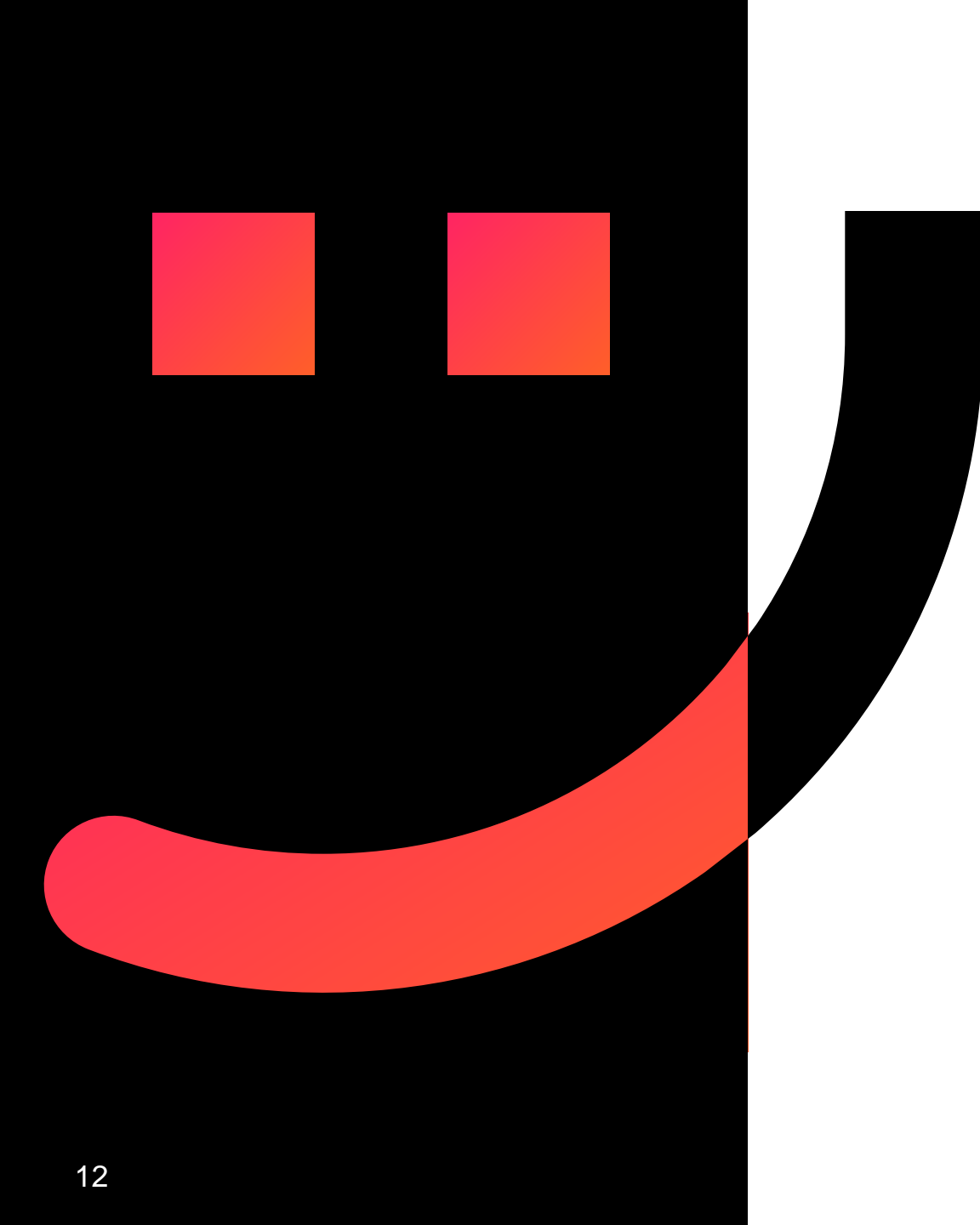
### Contact Arrives at 9:10 & Completes at 9:40

Interval	Received	Answered	Active	Handle Time	Staff Req*
9:00	1	1	0	5	.33
9:15	0	0	1	15	1
9:30	0	0	1	10	.67



- Use when...
- most contacts arrive and complete in the same interval
  - intervals are longer than the handle times

- Solves** staffing problems when...
- handle times are long or intermittent and contacts span intervals
  - intervals are shorter than the handle times

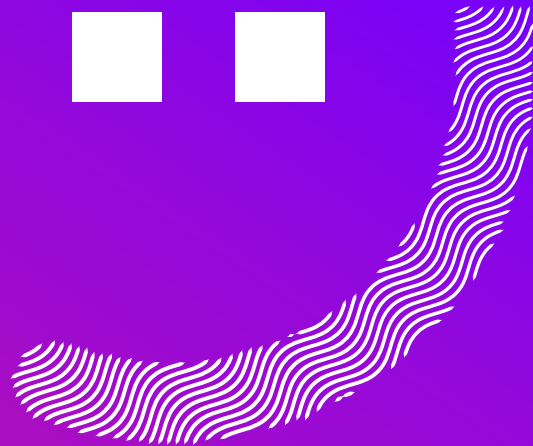


# Answered & Active True to Interval Analytics

- **Paradigm shift...**
  - From: **report when contact ended** (handled, WCE)
  - To: **report when activity occurred** (answered + active, TTI)
- Cases / tickets / conversations are **automatically decomposed** into data that is usable for WFM purposes at the interval level
- Volume/AHT forecasts, staff requirement calculations, and schedules are driven by **historical patterns** of **interval-specific** activity required to resolve **long duration** cases / tickets / conversations



# TTI Analytics ...many benefits



## Improved accuracy

- Accurate interval-specific forecast of staffing requirements drives schedule optimization to **align schedules with the life cycle of contacts**
- **Resolves false staffing requirements** when AHT is greater than the planning interval
- **Improves forecasting** arrival patterns
- **Resolves !DIV/0 errors** for low- to medium-volume queues where work is performed but no contacts are answered

# TTI Analytics ...many benefits






































**Solves problems of planning for asynchronous interactions**

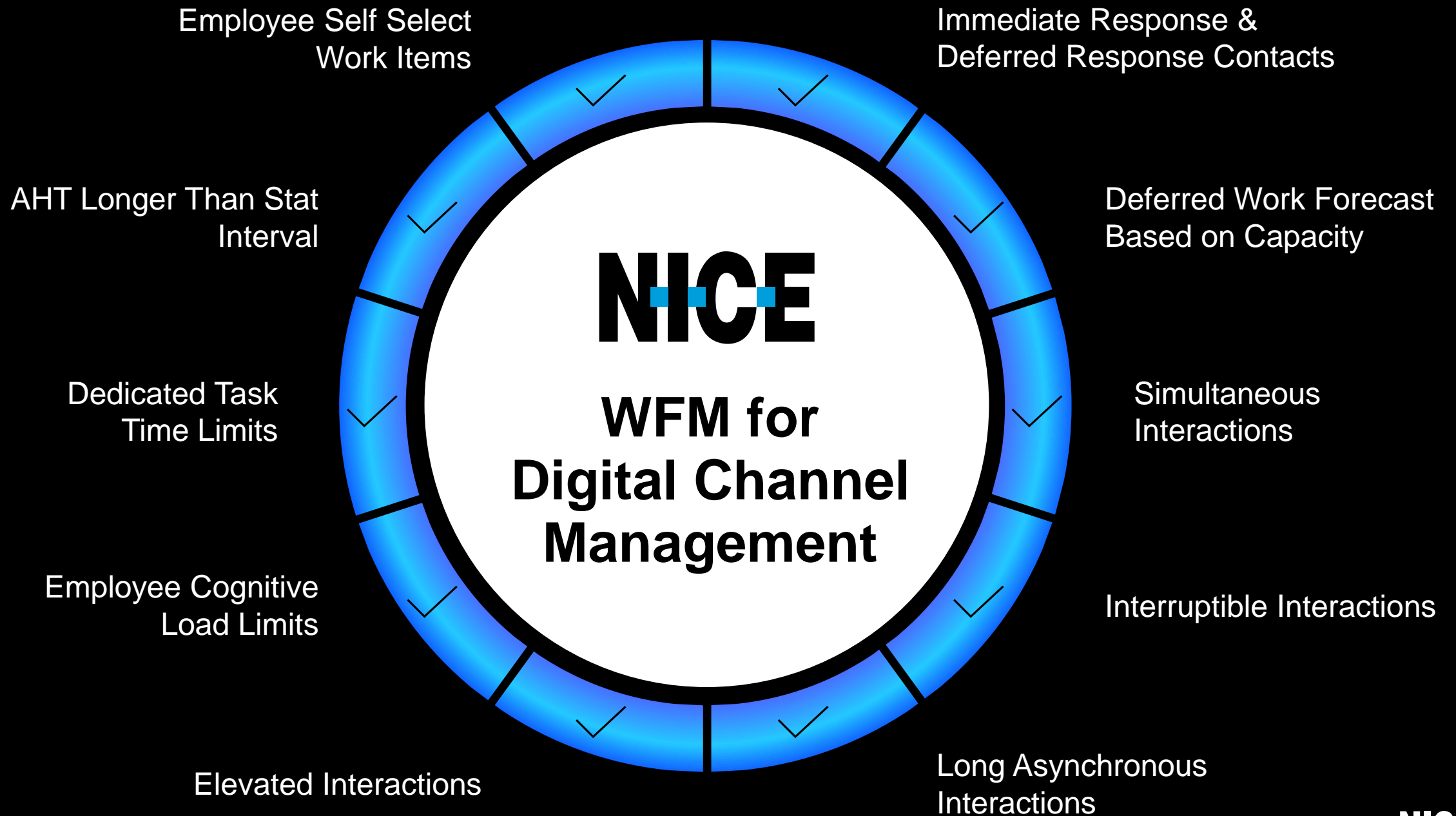
**Improves blended contact center operational efficiency**

- Decompose back-office work into a common planning interval for blending with contact center work
- Enables staff planning and scheduling of shared contact center and back-office employees

**Improved user control over inputs to staffing requirement forecasts**

# NICE WFM TTI Analytics Works Best with NICE CXone Voice & Digital

Voice	Digital	Social Media Monitor & Listen	Collaboration	Messaging			Search	Bring Your Own Channel	In-App Messaging
 Voice	 Email	 Instagram	 Slack	 Apple Business Chat	 Google Business	 WhatsApp	 Google		 iOS App
 IVR	 Chat	 YouTube	 Teams	 FB Messenger	 LINE	 WeChat	 Bing		 Android App
	 Co-Browse	 LinkedIn	 Zoom	 Telegram	 Kik	 Viber	 Yahoo		 CXone Connect
	 2 Way Video	 Twitter		 KakaoTalk	 RCS	 Instagram			
		 Facebook		 SMS					
		 Google Places							





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