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**Unlocking the latest
WFM Secrets**

The Contact Centre has changed



AI

Chatbots, AI contact routing
Further reducing the easier customer interactions, leaving only the most complicated queries for the contact centre agents



Asynchronous interactions

Multiple interactions across different medias
Allowing the conversation to flow for the customer across the different platforms they use



Video Chat

Screen sharing and real-time visuals
Being able to witness and work through the challenge with the customer in real time, visually leads to greater first contact resolution



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The Problem



Many WFM's are not equipped yet to reflect the change in the contact centre environment

This means many planning teams are having to manually work out how these contacts will manifest in their organisation meaning more time is spent on this than ever before

However...

There are great advances in WFM tech that can mitigate the increase in workload in the planning teams



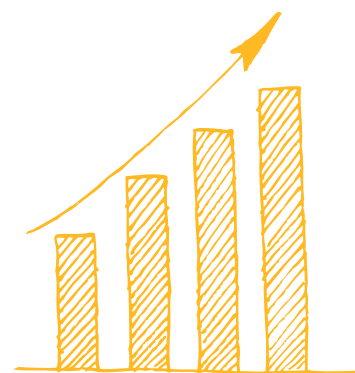
Next Best Action (NBA)



What is it & how does it work?

Continuous analysis of live conditions to guide optimal decision making

- Collects data to build rules-based approach, continuously reinforced by machine learning to determine most suitable actions in various scenarios
- Skill, availability, workload, demand & customer needs considered to maintain SLA's & ensure customers are met with the right agents



What are the benefits?

- Consistent decision making
- Optimal Resource Allocation / schedule adjustments
 - Enhanced Productivity
 - Autonomous shift swapping
 - Automated Schedule optimisation with optimal allocation break & lunch

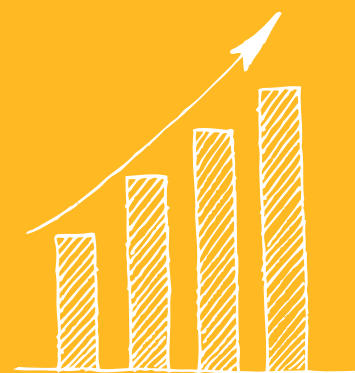
Self Service for Operations



What is it & how does it work?

Live Communication, Insight & Shrinkage booking

- Instantly book their team's coaching, 1:1s, training and team huddles
 - see the most optimal time slots which minimise the impact on contact centre performance
- 'Nudge' Team members, messaging individuals & groups via smartphone app



What are the benefits?

- Effective remote / hybrid team management
- Agility
 - real time visibility of KPI's
 - Identify performance issues, training needs & recognition
- Improved utilisation, productivity & schedule adherence
- Greater autonomy for operations

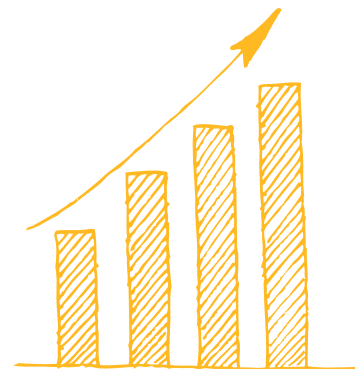
Automated Real-Time Reporting



What is it & how does it work?

OTD reporting to identify emerging trends, anomalies, and critical issues which pose risk to service level, providing actionable insight & recommendations

- Descriptive, Predictive & Prescriptive Analyses
 - historical performance & reforecast on trend analysis with risk-mitigation strategies
- Natural Language Processing (NLP) Analysis
 - Enables sentiment analysis & topic modelling by extracting insight from unstructured data such as chat logs, feedback & agent notes



What are the benefits?

- Less administration running reports
- Nonbias reporting
- Access for everyone anywhere immediately



The Implications

A dynamic shift in the Planning teams role in the contact centre

PLANNING

Reduction in "button pushers"
Greater need for data analysts
Potential reduction in Real Time team

Self Service

OPERATIONS

Increased accountability for operational performance
Insight can be subjective

Success Factors



Configuration

Availability of quality data needed to build rules engines & automated reporting

Implementation is highly technical & can be limited by legacy systems



Process

Standardisation is king - build automations around your 'one best way' processes. Outdated & fragmented processes will hinder adoption

Deep understanding of decision-tree & integration processes delivers maximum impact



People

An innovative & experimental culture needs to be aligned with the expectation of ops, planning & management

A need to reconcile technical skills with business intuition will create a training requirement in the planning population

Don't Scrimp - Get expert advice!



No Magic Pill

Adaptability is key!

Your WFM is only as good as the way you configure and use it





Thanks for listening

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