



PRODUCTIVE WORKFORCE™

A workforce optimization solution that ensures consistently exceptional customer experiences

Today's consumers – Consumer 2.0 – are hyper-connected and surrounded by sophisticated communications technology that provides a user experience that makes today's customer contact experience seem antiquated. And yet, your success depends on your ability to find and engage this new consumer, and stay in the conversation, even as your customers take control of it.

Doing business in this new paradigm requires a change in mindset. This new consumer expects to get the right information from a knowledgeable source...right now. And with the rise of social media, information can spread like wildfire, causing rapid changes in demand levels. On an hour-to-hour basis, you may discover that you have too many agents scheduled or you don't have enough agents with the right skills or access to subject matter experts. This can lead to higher expenses and increasingly unhappy customers. It's important to know which agents are delivering the best results and why you can better structure your review and coaching activities. And, when customer complaints are on the rise, you not only need to access direct information from contacts to understand why, you need to be able to see and respond to sentiment shifts in social spaces.

What's more, greater demands for "first and done" service are challenging your organization to leverage resources across your enterprise or even your partner community, while maintaining service levels and agent productivity. And, as your organization explores new

ways to institutionalize social communications, it will increasingly look to your customer contact professionals to bring discipline and control to the process.

Productive Workforce delivers a new way to manage Consumer 2.0 expectations, enabling you to reduce your cost per customer interaction and improve your customers' experiences. Productive Workforce is a workforce optimization solution that is fully integrated with Aspect's Interaction Management platform, and also supports virtually any interaction management environment. It fully leverages Enterprise 2.0 technologies, like unified communications and collaboration, to seamlessly connect contact center agents, back office professionals and enterprise knowledge workers across virtually any communications channel to enable collaboration. Productive Workforce unites workforce management, performance management, and quality management capabilities, enabling you to deliver a new and better way to allocate resources, track performance and ensure quality interactions.

Whether your contact center is centralized or distributed, Productive Workforce™ readily integrates with virtually any automatic call distributor (ACD) or dialer and brings your business rules, hard-learned best practices and administration into a centrally managed platform and helps reduce costs and simplify training for your managers and supervisors.

Reduce Costs by Aligning Staffing with Contact Arrival Patterns

Managing a contact center workforce is no simple matter, and adding in the complexities of customer service, telemarketing, collections and back office business processes makes the task even more difficult. The workforce management capabilities in Productive Workforce enable you to strategically evaluate multiple staffing plans to ensure you have the right number of agents, with the right skills, in the right place at the right time to satisfy customer needs. It allows you to make goal-driven staffing adjustments within defined time periods, across multiple locations or workgroups to improve your business processes.

Productive Workforce provides you with essential workforce management forecasting, scheduling and tracking functionality for your single-skill, multi-skill, and multichannel contact center environments. The application includes flexible, robust strategic planning that enables you to evaluate multiple staffing scenarios to determine optimal staff and resource requirements for your inbound and blended operations.

The workforce management capabilities of Productive Workforce can be expanded beyond your contact center to your back office employees and subject matter experts throughout the enterprise to improve first contact resolution. For example, Productive Workforce can make scheduling decisions based on projections for the number of contacts that will come into the contact center versus the number of tasks that will come into the back office via self-service web sites. Sophisticated staffing algorithms create optimal schedules that balance staffing costs and service goals across the contact center and the enterprise. You can also schedule agents and enterprise knowledge workers to engage in customer conversations throughout social networks and communities. All of this adds up to reduced hiring and administrative costs, maximized agent productivity and retention, and increased customer satisfaction and revenues, allowing you to drive top- and bottom-line improvements in your customer service, sales and telemarketing operations.

To make the most accurate forecasts and schedules possible, Productive Workforce looks at all your pertinent data, including historical contact volumes, seasonal patterns, campaign completion rates and holiday variations. Using an exponentially weighted moving average, the forecasting model merges your historical data with current data.

Productive Workforce also enables you to create “what-if” scenarios that allow you to test different forecasting, staffing and scheduling plans, giving you the flexibility to account for planned and unplanned events. It translates contact volume and staffing requirements into associated costs, making your financial planning process easier, faster, and more accurate.

Capabilities

- **Make staffing adjustments on-the-fly to meet changing demands**
- **Staff the right agents, with the right skills, at the right time to reduce staffing costs**
- **Schedule and track activities of contact center, back office, and enterprise employees and gain insight into real-time performance for continuous process improvement**
- **Provide agent performance feedback and empower them to manage their own schedules**
- **Identify areas for individual agent improvement and initiate a consistent coaching process**
- **Analyze and report on the content, context, purpose and outcome of targeted recorded conversations**
- **Generate full time, encrypted recordings to reduce risk**
- **Score recordings and tasks to improve employee productivity**
- **Synchronize agent administration across applications to reduce supervisory overhead**

These capabilities allow you to:

- **Reduce the number of staff** required to meet goals by forecasting the periods of highest inbound activity with unparalleled accuracy—to cost-effectively staff your center and maximize revenue and efficiency
- **Respond to unexpected events** by conducting a quick scenario analysis, which can advise you of the impact of removing or adding agents to the phone on an intraday basis

Maintaining the right number of agents to meet your inbound and blended demand is just one component of managing your workforce resources. You also need to evaluate and empower employees to ensure you are getting the most from your staff.

Productive Workforce provides the tools and tracking mechanisms that empower your agents to manage their own schedules, while allowing you to track agent performance. Real-time schedule adherence tools and reports on agent performance and productivity ensure you're staffing to the plan you put in place, as well as identifying the most and least productive agents or work groups.

Agent empowerment enables agents to manage their own schedules via Web-based agent self-service tools. Agents can use this to bid on shifts and request schedule changes – such as vacation and overtime – within controlled parameters that you define, so you can balance business needs with those of your employees to boost morale and retention.

Agent empowerment also streamlines and automates schedule changes and notifications via email or screen pop to reduce administrative costs and increase supervisor efficiency.

The end result of better workforce planning is improved customer experiences, more satisfied agents and higher retention rates.

Key Benefits

- **Reduce costs by aligning staffing with calling patterns**
- **Improve quality and performance with automatic tools**
- **Optimize efficiency through targeted performance feedback**
- **Align performance at all levels of the organization**

Improve Quality and Performance with Automated Tools

Productive Workforce™ helps you improve customer satisfaction and agent performance, by providing integrated recording, quality management, customer surveys and robust reporting capabilities that streamline agent quality evaluations. Reports include links to actual recordings giving you accurate insight into each interaction. In addition, Productive Workforce allows you to encrypt, store and distribute best-in-class recordings to your agents for coaching and training purposes. The recordings enable you to uncover reasons for performance shortfalls, increase agent performance with coaching workflows, and reduce the complexity and cost of implementation.

Through full-time compliance call recording, Productive Workforce enables you to have a complete view into every customer interaction and with selective business rule-driven recording it can pinpoint you to targeted interactions, providing you with the tools you need to evaluate improvements to people and processes. Integrated quality management lets you easily evaluate agent quality so you can identify top performers for recognition and provide coaching for lower performers. The solution empowers your agents to improve their effectiveness by allowing them to view evaluation forms, hear recorded calls and view screens, as well as receive coaching feedback on specific customer interactions all from one easy-to-use interface.

Agents can review colleagues' best-in-class interaction recording examples for coaching and training purposes. Recordings can be downloaded, formatted into eLearning sessions and distributed to agents to demonstrate best-practice customer interactions. All of

these built-in mechanisms help your agents learn how to elevate their level of service, enabling them to apply new skills immediately, ensuring they are truly an extension of your corporate culture and brand.

And, Productive Workforce can help organizations optimize employees that participate in social media monitoring and participation, as well as traditional media.

Optimize Efficiency through Targeted Performance Feedback

Productive Workforce delivers performance management capabilities that help you analyze workforce and operational performance statistics, while providing coaching capabilities to improve problem areas. It helps enable contact centers to take more focused actions that improve workforce performance for greater alignment with the company's overall business goals.

Working in conjunction with the workforce management functionality, Productive Workforce provides your entire contact center staff with easy to understand views of operational performance to help focus efforts on key business metrics that will drive strategic customer service success. The application lets your supervisors and managers analyze the data, uncover agent performance shortfalls, and make adjustments to targets and objectives in ways that make the entire contact center more effective. It also allows supervisors to put specific corrective measures in place, such as one-on-one coaching sessions or targeted eLearning or instructor-led training.

Your staff views the information that most directly affects contact center performance. It consolidates data from your workforce management, quality management and automatic call distributor (ACD) into a single, real-time view of agent performance, allowing you to identify agents with performance problems and automatically schedule coaching sessions, without impacting the center's productivity.

Productive Workforce allows you to easily compare and analyze actual performance against your key business metrics by providing more than 100 out-of-the-box workforce management, ACD, and quality management key performance indicators (KPIs) that are based on years of industry best practices. KPIs appear on the screen in formats that enable users to assess performance with traffic-light color coding that reveals, at a glance, whether performance is above, at, or below target levels set by customer service managers.

Align Performance at All Levels of the Organization

With Productive Workforce, you can align operational performance with corporate strategy through the use of scorecards and analysis tools that automatically initiate alerts and actions on the fly. Recording customer interactions gives you insight to both business issues and agent performance. Coaching sessions can then be scheduled to improve poor performers at the times that are most convenient for the center. You can use top quality scores to reward high-performing agents by granting them their preferred schedules.

Presenting your managers, supervisors and agents with out-of-the-box views that let them easily understand their day-to-day operational performance places focus and emphasis on real-time goal management. Each view appears as a user-friendly dashboard

that gives your employees relevant information, navigation, and functionality tailored to the specific needs of their jobs. You can personalize these dashboards to reflect specific views required by your organization, ensuring that your employees are focused on the KPIs that help align operational performance to strategic goals.

“I’ve been in contact centers now for about nine years, and in workforce management for about seven, and in every company I’ve been with, we have looked at all the competitors, and always ended up with Aspect.”

*-Manager of Forecasting and Planning,
Hilton Worldwide Reservations*

A consolidated interaction history provides the basis for proactive decision-making and strategic planning. This allows you to consider all aspects of your contact center operations—including what’s happened in the past, what’s happening now, and what might happen in the future – giving you the visibility you need to take immediate action to ensure high performance.

Productive Workforce™ empowers your staff to manage their own performance against targets that have been clearly defined to drive effective behaviors. At a glance, agents can view scorecards that allow them to see their performance against their targets and use the information to either refocus their efforts or communicate with supervisors. This clear, personalized view gives your agents the information they need to gain immediate feedback to meet goals that are tied to incentives and promotions.

The solution also helps empower your supervisors to easily identify individual agents who are not meeting performance benchmarks and gives them tools to effectively coach agents so they are more likely to achieve goals. By providing easy-to-use coaching forms, supervisors can work with agents to point out specific areas that need improvement and set new performance goals.

Productive Workforce brings a new approach to contact center management and is readily extensible to include complementary capabilities as your needs grow.

Productive Workforce delivers the tools and processes to help you optimize resource utilization and adopt a continuous improvement culture. By motivating agents throughout their workforce lifecycle, you can service more customers with fewer agents, reduce customer interaction costs, and improve customer service, sales and collections results.

Productive Workforce includes:

- **Workforce Management** - improve the performance of inbound, blended and outbound staffing, leveraging in-depth strategic planning and workforce management tools
- **Quality Management** – record, encrypt and evaluate agent performance and capture real-time customer feedback to gain insight into business issues and agent performance, while ensuring regulatory and security requirements are met
- **Performance Management** – measure and communicate results to continuously improve business processes and ensure the performance is aligned with overall goals. Scorecards and analysis automatically initiate alerts and actions on the fly

Productive Workforce helps facilitate internal collaboration between employees and across departments by incorporating presence and “click to communicate” functionality. Productivity can be further enhanced by leveraging additional unified communications capabilities including IM, multimedia conferencing and screen-sharing for agent-to-agent communications, agents-to-supervisor escalations and manager-initiated process changes.

Productive Workforce can meet your future needs while delivering the next generation of customer contact today.

Corporate Headquarters East

300 Apollo Drive
Chelmsford, MA 01824
978 250 7900 office
978 244 7410 fax

Corporate Headquarters West

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
602 282 1500 office
602 956 2294 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East

Headquarters
8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

