

# Productive Workforce™

Unified Communications Application  
for the Contact Centre



**Whether you're servicing customers, selling products and services, or collecting debt, your success depends on people, processes and applications working together to achieve the best results. Customers expect your contact centre to deliver service that is dependable and accurate with knowledgeable and courteous employees that convey confidence in their ability to resolve inquiries.<sup>1</sup> It is critical that you balance these customer expectations against the reality of the bottom line, and deliver on the brand promise of your organisation.**

Productive Workforce is a unified communications (UC) application for the contact centre that unites workforce management, performance management, and quality management to reduce the cost per customer interaction and improve the customer experience.

Whether your contact centre is centralised or distributed, Productive Workforce, which readily integrates with virtually any automatic call distributor (ACD) or dialler, brings your business rules, hard-learned best practices and administration into a centrally managed platform.

<sup>1</sup> 2007 Aspect Contact Center Satisfaction Index™.  
Leo J. Shapiro and Associates.



## PerformanceEdge

- Staff the right agents, with the right skills, at the right time to reduce staffing costs.
- Provide agent performance feedback and empower them to manage their own schedules.
- Identify areas for individual agent improvement and initiate a consistent coaching process.
- Analyse and report on the content, context, purpose and outcome of targeted recorded conversations.
- Utilise voice and desktop recordings as best practice training tools.
- Synchronise agent administration across applications to reduce supervisory overhead.

### Reduce Costs by Aligning Staffing with Calling Patterns

Managing a contact centre workforce is no simple matter, and adding in the complexities of customer service, telemarketing or collections business processes makes the task even more difficult. Workforce management, included in Productive Workforce, assures you have the right 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.

The workforce management capabilities of Productive Workforce™ can help your contact centre and back office operations reduce hiring and administrative costs, maximise agent productivity and retention, and increase customer satisfaction and revenues, allowing you to drive top- and bottom-line improvements in your customer service, sales and telemarketing operations.

Productive Workforce provides you with essential workforce management forecasting, scheduling and tracking functionality for your single-skill, multiskill, and multichannel contact centre environments. The solution 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.

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 experiment between 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 their associated costs, making your financial planning process easier, faster, and more accurate.

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 centre and maximise 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 results of better workforce planning are 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.
- Optimise efficiency through targeted performance feedback.
- Align performance at all levels of the organisation.

### 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 store and distribute best-in-class recordings to your agents for coaching and training purposes. This enables you to uncover reasons for performance shortfalls, increase agent performance with coaching workflows, and reduce the complexity and cost of implementation.

Through 100 percent call recording, Productive Workforce helps you pinpoint the most appropriate customer interactions to record, and provides 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.

### Optimise Efficiency through Targeted Performance Feedback

Productive Workforce delivers performance management capabilities that help you analyse workforce and operational performance statistics, while providing coaching capabilities to improve problem areas. It helps enable contact centres 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 components, Productive Workforce provides your entire contact centre staff with easily understandable views of operational performance to help focus their efforts on key business metrics that will drive strategic customer service success. The application lets your supervisors and managers analyse the data, uncover agent performance shortfalls, and make adjustments to targets and objectives in ways that make the entire contact centre 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 centre performance. It consolidates data from your workforce management, quality management and automatic call distributor (ACD) into a single, focused view for analysing agent performance.

Productive Workforce allows you to easily compare and analyse 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 Organisation

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 give you insight to both business issues and agent performance. Coaching sessions can then be scheduled at the times that are most convenient for the centre to improve poor performers. You can use quality scores to reward high-performing agents by granting them their preferred schedules.

"I've been in contact centres 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 Software."

*Manager of Forecasting and Planning*  
Hilton Worldwide Reservations

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 personalise these dashboards to reflect specific views required by your organisation, ensuring that your employees are focused on the KPIs that help align operational performance to strategic goals.

Consolidated interaction history provides the basis for proactive decision-making and strategic planning. This allows you to consider all aspects of your contact centre 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 behaviours. At a glance, agents can view scorecards that allow them to see how they are performing against their targets and use the information to either refocus their efforts or communicate with supervisors. This clear, personalised view gives your agents the information they need so they 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, powered by PerformanceEdge™, brings a new approach to contact centre management and is readily extensible to include complementary capabilities as your needs grow.

Productive Workforce is a UC application for the contact centre that delivers the tools and processes to help you optimise resource utilisation 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 and evaluate agent performance and capture real-time customer feedback to gain insight into business issues and agent performance.
- **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.

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#### About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact centre. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit [www.aspect.com](http://www.aspect.com).

