

Genesys Workforce Planning

Increase workforce efficiencies, improve service levels and reduce operating costs

On one hand, a well-organized, proficient workforce is critical. On the other hand, planning out your workforce goes hand in hand with the ability to intelligently route work and interactions in the most effective way possible.

Even the best laid plans to optimize your workforce can backfire if you're not sending customer interactions and other work to the most appropriate resources, at the right times, who have the right skills to handle the job. What happens then? Your customers don't receive the experiences they want and, as a result, your brand image and your business suffer.

It's a vicious cycle

A workforce planning and routing strategy that doesn't take into consideration skill sets and schedules together impacts more than your customers; it also has a big impact on your staff. A domino effect of sorts begins: your staff won't be happy because they're being given work that they're either unprepared for, or not skilled to do. If this continues, one of two things will likely happen: One, they will leave your company, resulting in increased costs due to having to hire and train new employees. Or two, customer satisfaction will continue to drop. Employee discontent will always come through in the way they treat your customers, which then translates into poor customer experiences.

And what about those hidden costs that accumulate: too many transfers, too much time spent trying to find answers, too much overtime due to people getting work that's too difficult or not timely, and too many customers taking their business somewhere else without telling you why? Well, those costs can skyrocket, and sometimes it's difficult to even catch wind of them before they're out of control.

To complicate matters even more...

Adding complexity to contact center environments is the growing trend of many consumers using several different channels of communication to interact with your business. Are you ready to provide your customers with a positive, seamless experience, regardless of the channel?

A good omnichannel workforce planning strategy provides real-time and historical insight for more accurate forecasting and scheduling. It also helps ensure that you're distributing work to the employees who are the most skilled at handling each particular type of interaction across the different channels (voice, email, chat, web, etc.)—so that you can provide the best possible experiences for your customers, each and every time. Too often, interaction channels are managed in silos, creating complexity and manual work for the planning department. It can be a daunting task at times just getting relevant data from each of your point solutions, let alone trying to make sense of it across channels so you can plan for the future. Developing an accurate forecast and effective workforce schedule in this environment takes too much time and effort. This can be reduced through automation and tight integration with the contact center routing engine.

Solving the problem with truly integrated workforce planning

Making sure each interaction or work item is handed to the employee who is both available and possesses the most appropriate skills, such as languages spoken, product knowledge, or the ability to handle multiple contact channels—depends upon having up-to-date schedule and skills information stored in the contact routing system database. If the contact center maintains separate systems for routing and workforce management, and if they don't talk to each other, the true potential of your workforce can't be realized.

To obtain that true potential, organizations need a workforce management solution that is integrated with the contact routing system so that routing decisions can be made based on individual employee schedules. In this way, the right resource is selected for each task or customer interaction, based on up-to-the-minute schedules and skills information. This not only improves agent adherence, but since the update is automated, operational costs are also reduced by eliminating time-consuming manual updates.

The Genesys Workforce Planning solution tightly integrates Genesys Workforce Management with the Genesys Customer Experience Platform. This enables agents and skills to be administered in one place for both routing and planning, resulting in more effective forecasting and scheduling, and providing more efficient distribution of interactions and work across channels through combined skills and schedule-based routing. Through integrated Skills Management tools, Workforce Planning also provides for ongoing skills assessment and helps automate training to drive superior customer experiences.

Simplifying omnichannel complexities with one unified solution

While many workforce planning and management systems don't even offer multichannel forecasting and scheduling methods, Workforce Planning supports all communication channels and

work items with the strength of the Genesys multichannel routing engine. The result is that required statistics for all channels can be gathered automatically. In addition, Genesys has developed channel-specific forecasting algorithms to produce more accurate forecasts to ensure service levels can be met consistently across all channels.

Taking control of constantly changing schedules and overtime costs

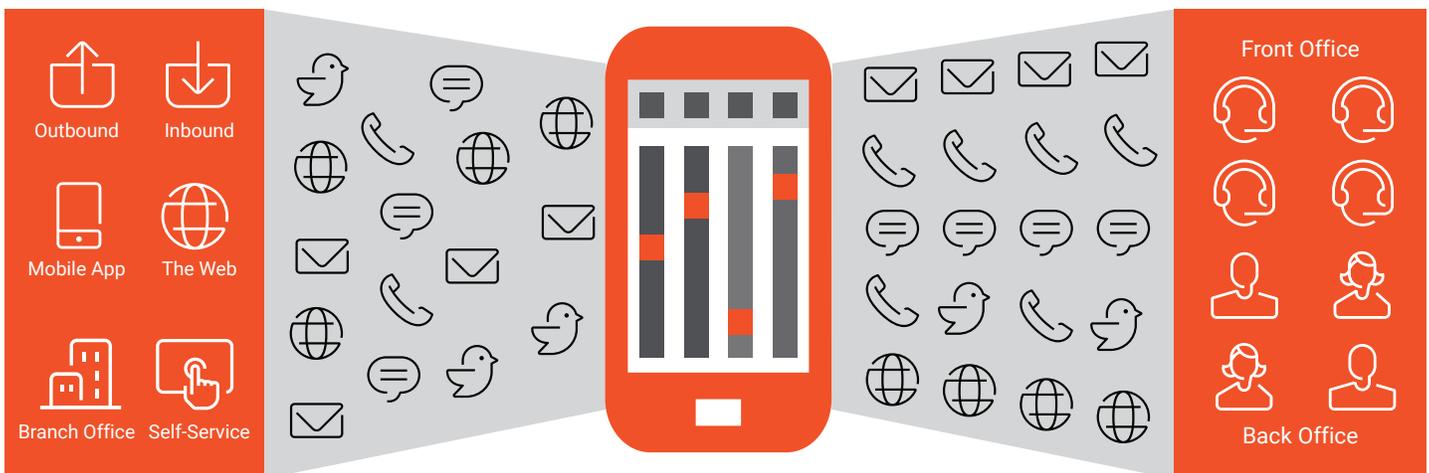
When it comes to controlling costs, Workforce Planning offers truly unique benefits. As interactions and work items are routed, the workforce schedule can be consulted in real time, helping to prevent the routing of interactions and tasks to employees who are not scheduled to work on particular activities.

Workforce Planning also helps reduce costs associated with undesired overtime, as employees won't receive work if they don't have time to complete the task, or when their shift has already ended. A related benefit is reduced employee turnover, since the reduction in "wrong-way-routing" relieves much of the everyday stress for your employees. Schedule-based routing also eliminates the need for supervisors to keep a pulse on what activity needs to be worked on by whom and when, because it takes care of shift-transitions automatically and helps employees adhere to the workforce schedule.

“Some of my schedulers have worked with different WFM tools but the value of having an interconnected system outweighs the benefit of features that other systems have offered. You can have the most advanced and sophisticated routing strategies, but without an integrated WFM tool you will not be able to fully take advantage of it.”

Grethe Smith-Meyer,
Vice President Contact Center
Operations, DNB

DNB was able to improve
First Contact Resolution
(FCR) by 6% using
Genesys solutions



Minimizing effort and maximizing your returns

Maximizing your customer experience investments in people, processes and technologies can be a balancing act, and it becomes costly without the right expertise to ensure success. Even with the best solutions in place, not having the right processes and people engaged to guide the business and execute the details can put your customer relationships in jeopardy.

Imagine this: A global team of specialists with unmatched expertise in Customer Experience and Workforce Optimization best practices and technologies—all working with you and for you—leveraging their expertise to give you on-demand knowledge, analytics and planning advice that helps you extract even more value out of your workforce planning investments.

Genesys Guru Managed Services are available to provide a truly unique team of business experts to help you plan, implement, analyze and optimize your business processes and workforce so that you can provide the best possible customer experiences—every day.

The bottom line: Genesys Workforce Planning drives true benefits

Genesys Workforce Planning takes workforce management capabilities to the next level and helps you deliver on your business objectives.

Improve SLAs across channels with:

- More detailed insight into service levels and the ability to track work in queue and more efficiently handle backlogs
- Unique algorithms that improve forecasting and scheduling, increasing the ability to meet service levels for voice and non-voice interactions and work

- Customized, automated training that doesn't interfere with schedules and SLAs

Enhance customer experiences with:

- Routing based not just on skills, but on up-to-the-minute schedules to ensure timely handling of customer interactions and work
- Customized, "perfect fit" routing to ensure each interaction is directed to the best possible resource to handle the request

Increase employee engagement and satisfaction, and reduce attrition through:

- The ability to deliver the right work to right person at right time so employees don't feel over-stressed
- Simple-to-use agent applications that make it easy to influence schedules—with support for shift bidding preferences and time-off requests
- Ongoing skills assessments and automated training for continuous performance improvement

Increase control and minimize operations costs by:

- Automating the use of historical and real-time data to drive consistency and quality in planning, forecasting, scheduling and routing
- Minimizing unwanted overtime and "wrong way routing" with detailed up-to-the-minute schedule and skills information
- Providing a single source for agent details including skills, schedules and analytics, eliminating time and costs associated with manual operations and skill changes
- Reducing resources and costs associated with the implementation and ongoing management and optimization of the workforce management solution (through Guru Managed Services)

Support success for omnichannel business strategies through:

- An integrated, single-vendor solution to cross-channel workforce planning, forecasting, scheduling, training and routing optimization
- Enabling 'multimedia shifts' that seamlessly transition work for employees so they can support customers throughout their customer journey
- You want your business to be known for providing excellent customer experiences. Genesys Workforce Planning helps ensure your workforce is as effective as it can be. Find out how! Visit www.genesys.com or talk to your Genesys representative today!

Partnering with Genesys for true results

Genesys customers are enjoying:

- 10% reduction in Average Handle Time
- 20% increase in agent productivity
- Agent utilization and productivity up 10% and 18% respectively
- 10% cut in staffing costs
- Total Cost of Ownership (TCO) reduction of 5%
- 50% increase in planner productivity

ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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