

Interactive Intelligence
Workforce Optimization



**Solutions for
operations and
service excellence**

Optimize employee performance to deliver a
consistent, loyalty-winning customer experience.



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Contact centers are intricate operations with a complex mix of people, processes, and technology. Workforce optimization focuses on the convergence of these three key facets in the contact center operation. The reality of today's omnichannel service environment, intense competition, and connected consumers demands that contact centers change from a focus solely on operational efficiency to a balanced strategy of operational and service excellence.

Workforce optimization enables this shift by providing the visibility and control necessary to ensure the contact center runs as smoothly and efficiently as possible while meeting servicing goals across all customer contact channels. Put simply, workforce optimization lets businesses deliver a satisfying customer experience, while maximizing the company's return on investment in its people.

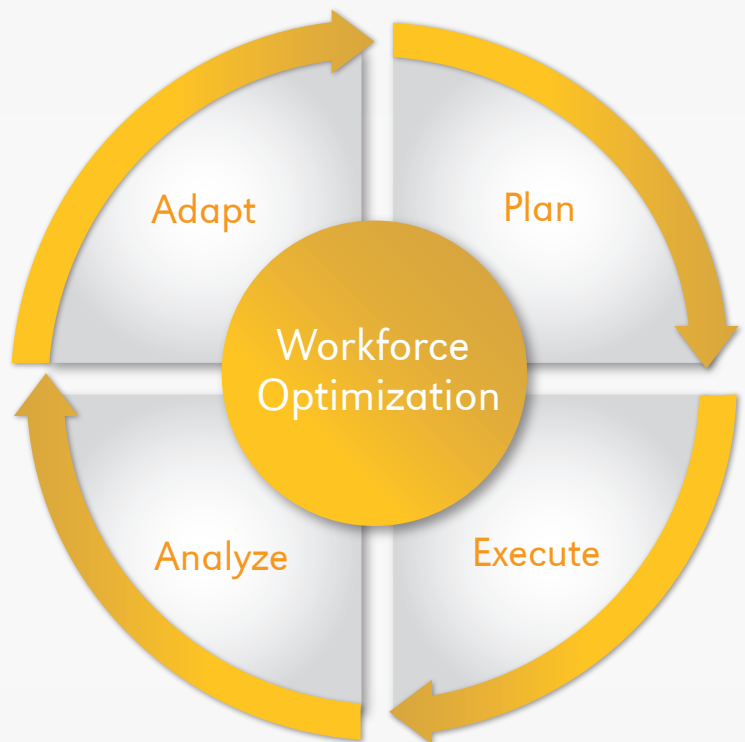
Workforce optimization is more than a collection of integrated applications. It combines software tools and essential processes to provide an end-to-end methodology for managing contact center performance.

A goal without a plan is a wish.

Planning lays the foundation for success, but deciding on service goals and understanding what resources are necessary to achieve them is a challenge. Workforce optimization takes the guesswork out of the planning process and creates a solid operational plan of goals, staffing, and hiring plans that fit seamlessly together. It then determines the day-to-day details necessary to implement the high-level plan effectively. Long-term and short-term planning are both critical to ensure the operation runs smoother and works better.

Execution is everything.

Even the best plans will fail if poorly executed. The complexity of the contact center operation provides no shortage of execution challenges. Employees fail to show up, do something other than expected, or struggle with necessary knowledge. Workforce optimization gives businesses crucial insights into how their contact center and employees perform, even as it happens. It pinpoints where execution falters and the corrections needed to get back on plan. Automation capabilities ensure consistent and reliable execution of critical processes, like following up on customer feedback or complaints.



Analyze, adapt, and repeat.

The best predictor of the future is the past. Workforce optimization helps businesses analyze past performance so they can adapt and continually improve. Contact centers do not operate in a static environment, but rather a highly dynamic one. Customer desires and expectations change. Competitors introduce new strategies and tactics. Employee needs and motivations evolve. People performance is important to contact center operations, but analysis of process performance is also crucial. A poor process has a more widespread impact than an underperforming person does. By identifying emerging issues and trends, workforce optimization helps businesses adapt to change effectively.

Choose an all-in-one solution – on-premises or in the cloud.

Interactive Intelligence created the industry's only workforce optimization solution designed for both cloud and on-premises deployment. The solution is part of the Interactive Intelligence Customer Interaction Center™ (CIC), an all-in-one communications platform for multichannel customer service, unified communications, and business process automation. Out-of-the-box integration with CIC streamlines implementation and simplifies configuration and maintenance. All workforce optimization features are installed with CIC and enabled by simple licensing. Businesses choose the capabilities they need today and easily add to them in the future.



Unified Administration and Information Access

- Reduce configuration and maintenance efforts with a single point of administration.
- Eliminate data synchronization issues by sharing employee information across all WFO components.
- Provide easy and secure access to information through role-based portals.

Multichannel Recording

- Review and resolve issues with employee and business performance.
- Get a full view of the customer experience across all contact channels, including what happens in the IVR.
- Maximize the business value of recordings by easily sharing customer interactions, while keeping them safe and secure.

Workforce Management

- Meet service goals consistently with accurate forecasts for every contact channel and effective staff schedules.
- Fine tune operations when necessary by monitoring performance throughout the day.
- Hold employees accountable for doing the work expected of them.

Strategic Planning

- Set service goals intelligently to understand the effect on the business and the resources required to meet them.
- Minimize staffing costs with just-in-time hiring plans fully aligned with operational goals.
- Create detailed budgets and track variances in performance to adjust when necessary.

Quality Management

- Ensure consistent quality across all customer contact channels.
- Streamline the quality process with automated selection and delivery of interactions to evaluate.
- Use customer feedback and speech analytics information to target key strategic initiatives.

Speech Analytics

- Take action in real-time to improve the customer experience.
- Gain business intelligence on operational performance and trends.
- Mitigate risk from non-compliance.

Customer Surveys

- Capture the customer's opinion while still fresh in their mind.
- Align internal processes and procedures with customer expectations.
- Understand the full context of a customer's experience.

Business Process Automation

- Configure guided workflows for employees to handle escalations surfaced by WFO applications.
- Reduce complexity and IT involvement with process templates for survey follow-up, scoring and coaching, as well as escalation management.
- Accurately forecast and track back-office work, including backlog.

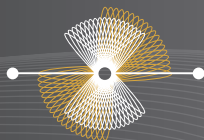
Workforce Optimization Benefits

Strategic Benefits

- **Improve service quality** – Identify and eliminate service missteps that irritate customers and propagate best practices that customers enjoy.
- **Reduce customer effort** – Detect unnecessary process steps or employee causes of excessive customer effort and its negative impact on net promoter scores.
- **Eliminate repeat contacts** – Distinguish when and why customers have to interact more than once to get an issue resolved to avoid reoccurrence in the future.
- **Increase customer retention** – Spot potential customer defections before they move to leave, and intervene proactively to save them.
- **Mitigate compliance risk** – Identify employee best practices for compliance and pinpoint instances where employees fall short to reduce the risk for possible regulatory actions.

Operational Benefits

- **Increase employee productivity** – Categorize and eliminate unproductive employee behaviors that contribute to longer than needed interaction handling times.
- **Lower staffing costs** – Make a better match between employees and interaction volumes to eliminate the need for overstaffing or overtime to reach service levels.
- **Improve process efficiency** – Identify and adjust inefficient processes, or those that may not be necessary, to drive out process-related costs.
- **Reduce monitoring costs** – Increase the efficiency of employee monitoring programs to drive expansion into additional customer interaction channels.
- **Increase revenue generation** – Pinpoint instances where employee inaction, or the wrong action, result in lost revenue opportunities.



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Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are backed by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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World Headquarters
7601 Interactive Way
Indianapolis, IN 46278 USA
+1 317 872 3000 voice & fax

EMEA
Thames Central, Hatfield Road
Slough, Berkshire, SL1 1QE
United Kingdom
+44 (0)1753 418800 voice & fax

Asia Pacific
Suite 7.3 Level 7 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax