



Workforce Management: Essentials for the Modern Contact Center

A publication by Playvox



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What is Workforce Management and When Should Your Contact Center Implement It?

Workforce management has come a long way from its humble origins.

Beginning as little more than a punch clock and managerial expectations, it has evolved into a set of sophisticated business processes orchestrated to maximize [contact center agent productivity](#).

Due to the variability in calls, chats, and service tickets, workforce management is a tall order for a contact center. But just as workplace expectations have evolved, so too have the technology and tools that make it all possible. The systems contact centers use to manage and [optimize agent performance](#) have advanced to enable the forecasting of customer demand, staffing and scheduling, and productivity management. In addition to these benefits, [workforce management](#) also helps contact centers lower operating costs and manage workloads to ensure an optimum agent and customer experience.



What is Workforce Management?

In the context of a contact center, [workforce management](#), also referred to as WFM, is the art and science of having the right number of agents at the right times to answer an accurately forecasted volume of customer requests at the service level standard set by a contact center — all while minimizing cost.

There are a number of triggers that signal the need for a WFM solution, which could occur at different points, depending on industry, growth rate and business model. Generally, contact center managers can anticipate deploying WFM software when forecasting contact volumes and scheduling agents around those forecasts become complex tasks.

When Should Your Contact Center Implement Workforce Management?

When considering WFM software, it's important to understand your business goals for the following metrics to ensure your contact center is acting at the right time. If you are looking to achieve more than five of these items, the time is right to consider implementing WFM.

- [Replace spreadsheets](#) that have become too complex, time consuming, and prone to error
- Improve scheduling accuracy
- Reduce staffing costs
- Balance staffing with desired customer experience levels
- Monitor schedule adherence and occupancy
- Achieve service level goals, such as utilization rates and quality assurance scores
- Optimize agent performance and engagement
- Integrate with other business systems, such as QA platforms, CRMs, user management and reporting tools





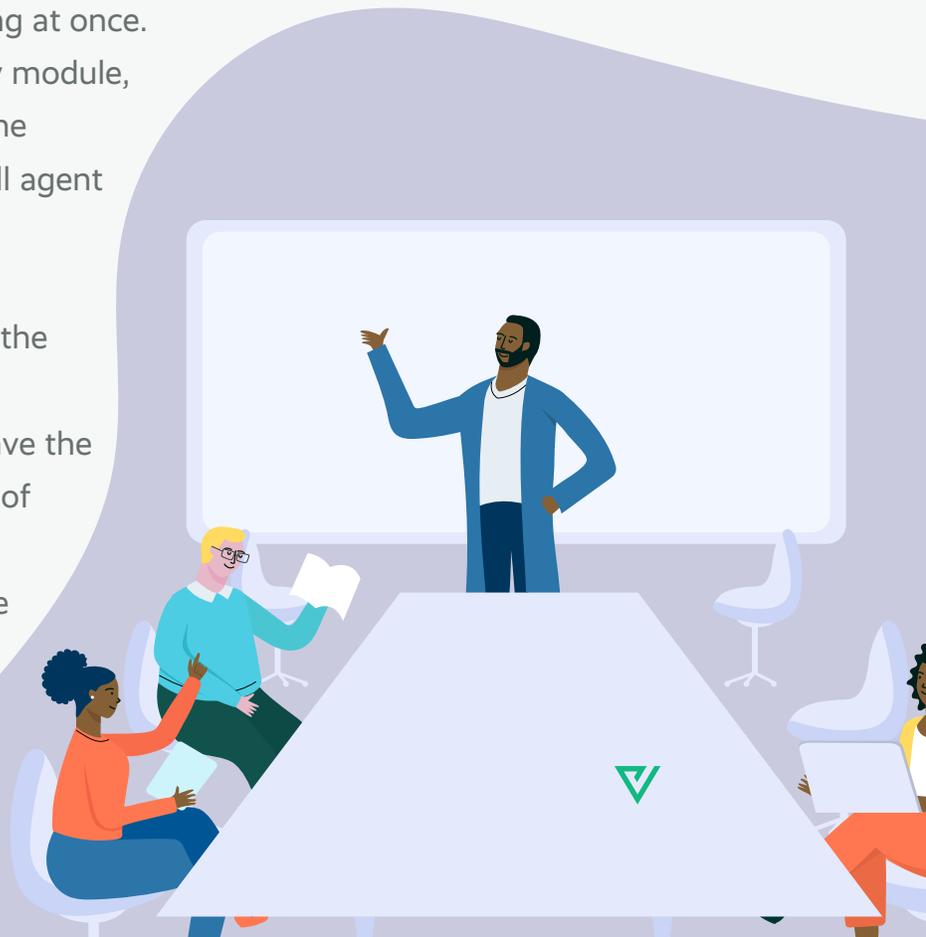
Related Article: Spreadsheets are to Workforce Management as Dial-Up is to the Internet

Given the level of sophistication in today's WFM solutions, these goals can be achieved with the right level of focus and vendor partnership.

Once a contact center leader has determined a WFM solution is needed, stakeholders need to be brought into the fold, including heads of business units, functional and operational leads, and other customer-facing leaders. With stakeholder collaboration and buy-in, a contact center can more easily avoid hurdles that might otherwise hobble a successful WFM deployment.

Deploying WFM can feel like a major change, no matter how beneficial the expected outcomes. Keep in mind that a contact center can deploy modules over time and not do everything at once. This helps to ensure that every module, once implemented, will have the intended benefit along with full agent adoption.

For a contact center to deploy the desired solution efficiently and effectively, ensure that you have the right resources lined up ahead of time. Your vendor is in an excellent position to help guide you through this.



Points to Consider

As WFM continues to evolve, these are a few tips contact center managers, QA analysts, and agents need to keep in mind:

- **Integration and visibility are key** – this enables accurate forecasting and scheduling as hybrid workforces have become the norm.
- **It's not one-for-one** – when volume, demand, or business priorities shift, several other priorities come into play. In this context, it's important to understand growth and decline rates based on seasonality, promotions, and the like.
- **Concurrency becomes a bigger factor** – modern WFM systems enable agents to handle multiple contacts at the same time, especially via chat, email and social. As these channels become more heavily used by customers, staffing and scheduling become areas of focus and re-evaluation.

A natural extension of these tips is an expanded view of managing volume. This means contact centers need to use analytics from their CRM and WFM systems to uncover opportunities for additional optimization.

“More output with the same resources – winning! The Playvox Workforce Management system provides real time global updates across all time zones, so we know exactly what’s going on for any given period.”

 **Yvonne Gilmour, Head of Service Delivery at Afterpay**



A High-Performing Contact Center Starts with the Right Tools

Contact center performance management is led by an operations manager who is dedicated to improving the engagement of their agents. It requires a toolkit of quality monitoring, coaching, gamification, and most importantly, a [top-tier workforce management system](#). With the right WFM tools, you will be equipped to boost your contact center's success — and strengthen your brand at the same time.

How to Select the Right Workforce Management Software for Your Contact Center

A workforce management tool is commonly implemented in contact centers to optimize employee scheduling, reduce operational costs, and monitor agent performance. [Playvox Workforce Management](#) is designed to tackle these objectives with tools that make the most immediate impact in your contact center.

A helpful first step is to identify the key challenges you're facing. Scheduling? Right-sizing your team? Managing costs? Inaccurate forecasting? When you outline your obstacles, you're equipped to find WFM software that's the right fit for your contact center.

Playvox Workforce Management includes forecasting, scheduling, monitoring, and intraday management reports. It's a cloud-native workforce management solution, which allows contact centers to consistently and effectively manage digital channels. In addition, Playvox Workforce Management is complemented by our [quality management suite](#) that provides efficient operations and improves the customer-agent experience.



How Companies Became More Successful After Switching to the Playvox Workforce Management Software

Many companies have found tremendous success by implementing Playvox's workforce management tools into their contact center. From reduced costs to increased customer satisfaction, the benefits are manifest.

Playvox Customer Success Stories:

afterpay

[Afterpay](#), a financial tech company, has increased productivity by nearly 30% while simultaneously improving its QA and CSAT scores. Playvox Workforce Management provides a clear view into Afterpay productivity levels and ultimately reveals an opportunity to reduce variance in output across different teams.

SeatGeek

The world's largest event ticket marketplace, [SeatGeek](#) was able to reduce forecasting and scheduling complexity by 10X. By bringing data from each of its channels into one platform, the CX team could clearly see the intraday arrival patterns for each channel and identify coverage gaps. This ultimately enabled SeatGeek to work collaboratively with its partners to improve staffing models.

zendesk

Playvox gives Zendesk's workforce management leadership fast, accurate forecasts that make optimizing their staffing simple. The [Zendesk](#) team has improved daily variance from more than 10% to consistently under 5% daily. When the company sent their employees to work from home at the start of the pandemic, Playvox Workforce Management allowed them to make an overnight transition without having any issues with coverage or scheduling.



“We were able to initiate a global shift alignment within 30 days to know exactly where we needed to put all of our people on what shifts 24/7 because we could see our trouble spots that we were blind to before.”

 **Erin Filsinger**, Director of Workforce Management at **Zendesk**

Playvox Workforce Management Can Take Your Contact Center to New Heights

Playvox’s workforce engagement management software leads the industry, because we’re different from the rest. In fact, TrustRadius, the most trusted review site for business technology, recently recognized Playvox with the [Top Rated Award](#) for our excellent customer satisfaction ratings and an overall trScore of 9.1 out of 10.

By providing your agents with the proper skills, quality management, and agent development resources, Playvox continues to increase customer loyalty and keep customers happy. Here are a few benefits of implementing Playvox Workforce Management:

- AI-powered forecasts
- Smart and efficient schedules
- Real-time workforce monitoring
- Performance management tools
- Increased agent engagement

Are you ready to take a deeper dive into what applying the Playvox workforce management solution can do for your contact center?

[Schedule a personalized demo now.](#)



How Playvox Can Help

Playvox makes it easy to manage and motivate all the agents in your contact center with our [suite of solutions](#).

-  **Quality:** Identify and fix agent quality issues across any channel.
-  **Workforce Management:** Automate scheduling and forecasting.
-  **Coaching:** Improve call handling, behaviors, compliance, and soft skills.
-  **Motivation:** Recognize and reward your agents with digital badges and gamified learning.
-  **Learning:** Educate your agents with targeted, engaging courses.
-  **Performance:** Set goals for key KPIs and keep your team on track.
-  **Customer AI:** Uncover sentiment, intent, and interaction topics.

Playvox WFM: Optimizing the Service Heart of Modern Business

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Considering a Hybrid Contact Center Workforce? Here's Why You Need the Cloud

[READ EBOOK](#)



Playvox Recognized by TrustRadius as Call Center Workforce Optimization Software Leader

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About Playvox

Playvox's powerfully simple workforce engagement management (WEM) solutions transform customer care. We deeply understand that exceptional employee engagement produces extraordinary customer experiences, and we love creating tools that help our customers unlock the full potential in every employee and every interaction. Playvox powers the world's fastest-growing brands and proudly serves expanding DX pioneers such as Noom, NuBank, SoFi, Stitch Fix, Twitter, and Zendesk. Our agent-empowering suite of scheduling, performance, learning, quality feedback, and gamification lives seamlessly in the modern support operations ecosystem with tools like Amazon Connect, Salesforce, Slack, ServiceNow, and Zendesk. Learn more at www.playvox.com.

Schedule a demo to see [Playvox in action](#).

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