INNOVATION

Workforce Management - Optimize Your Forecasting & Scheduling Processes
Introducing…

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  - Sales Engineer, Noble Systems

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  - Implementation Director – WFM, Noble Systems
Session Objectives

- What is Workforce Optimization (WFO)?
- Workforce Management (WFM) Role in WFO
- Business Impacts of WFM
- How Noble® WFM Achieves these Benefits
- Question & Answers
- WFM – Workforce Management
- WFO – Workforce Optimization
- FTE – Full-time Equivalent (employees)
- RPC – Right Party Connect
- ACW – After Call Work
- TOP – Technology & Operations Profile
Workforce Optimization (WFO), is a unified approach to:

- Managing & Scheduling Resources
- Call Recording
- Quality Monitoring
- Training & Coaching
- Monitoring Performance

Noble Workforce Optimization is available for the entire line of Noble Platforms
Business Questions

- How much does it cost your company if you are overstaffed or understaffed to adequately penetrate a list?
- How can you determine the optimum staffing requirements to reduce FTE operational costs?
- How much does it affect your liquidity rates or sales targets if you miss spikes of inbound calls?
- Is list inventory sufficient to drive revenue per seat targets?
- How do I keep up with the volatility of changes due to calling in sick, agents requesting time off, vacations, etc?
- How can I retain my most valuable and experienced Agents?
WFM encompasses 6 key processes:
- Data import and real time management
- Forecasting the volume of customer contacts
- Scheduling that will meet your service level requirements
- Assigning those schedules to agents
- Managing changes on an ongoing basis
- Managing Agent Shift Bids
Business Benefits

- **Outbound Forecasting**
  - Improve Collections and Liquidity
  - Determines the correct amount of collectors required to penetrate a list
  - Set specific Sales, RPC and Promise to pay
  - Assure appropriate service levels for Blended Calls

- **Inbound Forecasting**
  - The faster calls are answered, the more prosperous a business can become
  - Schedule optimization increases sales potential and customer satisfaction without adding staff
  - By scheduling the right person and getting information and inquiries to the right people at the right time
Noble® WFM Outbound Forecasting

- **Noble WFM Outbound Forecasting Algorithm**
  - Agent Forecasting (based upon records to call and historical performance)
  - Calling List Forecast (Number of resources to exhaust list)
  - Calling List Forecast (Spread evenly over a given time period)
  - Valley Forecasting (Fill in slow periods of inbound traffic with outbound traffic)

- **Automatic ranking for Agents Based on Various Characteristics**
  - Contact/Completion ratio, pause time, ACW, etc
Reduction in Telecommunication Costs
- Reduces the time customers spend waiting in queues
- Optimizes the flow of incoming calls reducing overall hold times
- You have appropriate staff to handle

Improvements in Schedule Adherence
- Real-time adherence allows continuous control over scheduled and actual agent activity
- Provides a systematic control methodology to track schedule adherence
- Saves significant productive time in an agent’s workday
Better Time/Schedule Management
- Identifies the best time for non-call activities
- Identify best times for:
  - training
  - e-mailing
  - holding meetings
  - schedules agent breaks throughout the day
Manages Overall FTE Operational Costs

- Enables managers to schedule the exact number of agents
- Assures the appropriate skills needed to answer incoming calls
- Allows proper outbound forecasting to assure appropriate list penetration
- Reduces labor costs and helps maintain service levels
- Optimizes revenue per seat
‘What If’ Analysis – Costs vs. Revenue
   – Ability to change variables and see effects on the forecast
   – Provides insight into the trade off of FTE operational costs vs. revenue vs. service levels
   – Re-forecast mid day based on events
Gains in Agent Productivity
- Match quality and productivity data with production needs
- Forecast required skill groups to meet service levels
- Ensure customers will reach the best agent possible to address his or her needs

Decrease Hours Supervisor Spends Forecasting and Planning
- Decreases Management time required for the complex tasks
- Call volume forecasting
- Schedule planning
- Agent scheduling and management
Business Benefits

- **Gains in Vacation Quotas, Calculations, and Bid Management**
  - Web Scheduling module to manage
  - Vacation grants
  - Time off requests
  - Ensure call centers are always adequately staffed

- **Reduction in Attrition Rates**
  - Empowerment of agents
  - Enabling agents to specify their preferred days, shifts or even split times)
  - They feel empowered and attrition tends to go down
How Noble® WFM Achieves these Benefits
Data Management

- Import historical data
- All ACDs Supported
- Outbound and Dialers
- Noble
- Other Manufacturers
- Incorporate Historical call volumes
- Project overall growth trends
- Incorporate assumptions
- Manage call volume uncertainty
- Analyze number and length of calls a center will receive
- Allow adjustments for special events such as holidays
- Create historical data for new campaigns
Create work schedules that balance:
- Forecasted workload agent availability
- Shift flexibility
- Costs
- Service level requirements

The schedules include:
- Vacations
- Time for lunch and other breaks, meetings
- Coaching or training sessions

Estimate the financial or service level impact of potential operational changes using “what if” scenarios
- Assign agents optimally to schedules
- Staffing based on required skills not simply agents
- Assigning schedules should not be a purely top-down process
- Considers agent requests and desires
Real Time Monitors

- Provide information that lets supervisors, managers, and analysts engage in intraday management
- Monitor each agent’s adherence to schedules
- This takes place in both real time and over relevant intervals
- Help supervisors decide when to investigate or intervene
Shift Management

- Provide individualized Web-based portals
- Present selected information to each agent, supervisor, manager, or analyst
- Specify permissions for both groups and individuals
- Publish schedules for agent bidding
- Allow each supervisor to approve schedule changes
WFM Business Impacts

- KPI Impacts of Noble WFM
  - Right size your agent FTE for demand
    - Inbound; outbound; blended
  - Right size your telecommunications costs
    - Line to agent ratio
  - Assure profitability projections per seat
  - Enhance agent retention with Shift Bid Management
  - Reduce supervisor and scheduling operational costs
Business Results
Forms of Savings:

- Reduced Overtime Need
- Identification of overstaffed periods for time-off opportunities
- Reduced Shrinkage (Non-Productive Time)
  - Non-Scheduled Breaks
  - Meetings
  - Training/Coaching
  - Off-Phone Work
  - Misc Unaccounted Time
Improved Scheduling Efficiency

Overall Calculation Assumptions

100 full-time staff @ $30,000/year = $3,000,000
20 part-time staff @ $15,000/year = $300,000

Total Annual Agent Cost $3,300,000

3 FTE Admin for WFM @ $31,000/year = $90,000
7 supervisors @ $38,000/year = $266,000
2 managers @ $55,000/year = $110,000

Total Annual Payroll $3,766,000
Improved Scheduling Efficiency

Calculation – Reduced Overtime

200 overtime hours per week @ $20/hour = $4,000/week

Total Annual overtime cost = $208,000

Estimated Overtime Savings Percentage
  Minimum Expectation = 20%
  Maximum Expectation = 50%

Estimated Annual Savings = $41,000 - $104,000
Improved Scheduling Efficiency

Calculation – Time Off Opportunities

120 overstaffed hours per week @ $14/hour = $1,680

Total Annual Overstaffing Cost = $87,360

Identification of Time-Off Without Pay

Minimum Expectation = 15%
Maximum Expectation = 50%

Estimated Annual Savings = $13,104 - $43,680
Calculation – Reduction in Shrinkage

Unscheduled Breaks
>5 to 10 min/day per full-time agent

Undefined Unavailable Time
>10 to 20 min/day per full-time agent

Daily Misc Shrinkage Cost/agent = $3.50 - $7.00

Annual Cost for 120 agents = $105,000 - $210,000*

Expected recovery of lost time = 5 to 20 minutes

Annual recovery = $34,500 - $138,000*

*Assumes 5 days, 50 weeks per year per agent
Manpower Savings:
- Administrative Time
- Management Time

How Many Hours per Week In:
- Data Collection & Analysis
- Forecasting Workload & Staff Calculations
- Schedule Creation
- Service Level Tracking
- Productivity Tracking
- Schedule Exception Tracking
- What-If Analysis
Calculation – WFM Task Automation

120 hours/week admin time @ $15/hr = $1,800
20 hours/week mgmt time @ $30/hr = $600

Total Annual WFM Time = $124,800

Identification of Staff Savings with Automation =
> Estimate One/ Half to One Admin Person

Estimated Annual Savings = $15,500 - $31,000
Payback Possibilities (High Estimate)

**Potential Hard Dollar Payback**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Schedule Efficiency</td>
<td>$147,680</td>
</tr>
<tr>
<td>Shrinkage Reduction</td>
<td>$31,000</td>
</tr>
<tr>
<td>WFM Task Automation</td>
<td>$138,000</td>
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</tbody>
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Total Possible Annual Savings $316,680

**Other Potential Savings:**

- Reduced revenue losses from customer abandonment/dissatisfaction
- Lower agent attrition due to greater schedule flexibility and consistent time-off and training opportunities
- Increased savings as staff grows
Noble Work Force Management is Available across all Noble Systems Platforms

Noble Workforce Optimization (WFO) will have significant impacts on your operations!
- Immediate and Measurable reduction in costs
- Immediate and Measurable increases in revenue

Talk to me about a how a Technology and Optimization Performance (TOP) assessment can benefit your operations

Talk to your Account Manager about how WFO and a TOP can benefit your operations.