

# Aspect® eWorkforce Management™ Outbound and Blended Capabilities

Managing a contact center workforce is no simple matter and adding in the complexities of successful collections, sales and telemarketing staffing requirements only makes the task more difficult. Aspect eWorkforce Management assures you have the right agents with the right skills at the right time to deliver high-yield campaign results, while maximizing the efficiency and effectiveness of your outbound and blended staffing resources.

## Highlights

- Maintain the right number and type of agents at the right time to improve sales-per-hour ratios, dollars collected and customer retention.
- Evaluate multiple staffing scenarios to determine optimal staff and resource deployment.
- Forecast and generate staffing plans based on campaign patterns.
- Make intraday adjustments to improve list penetration and effectiveness rates.
- Enhance agent satisfaction and retention by effectively managing workload distribution.
- Utilize unique best-time-to-call integration capabilities to increase staff efficiencies.
- Maximize agent occupancy to minimize staffing expenses.

As the global leader in workforce management, Aspect eWorkforce Management helps you consider all aspects of staffing your outbound and blended operations to maximize the efficiency and effectiveness of your staff in sync with your business goals. The software's core forecasting, scheduling and tracking capabilities allow collections, sales and telemarketing, and proactive customer service contact centers to accurately project future outbound and blended campaign requirements, create efficient single and multiskill staffing plans, and evaluate the plan throughout the day to effectively meet your campaign goals, while minimizing costs.

The end result is improved sales-per-hour ratios, dollars collected and customer satisfaction, as well as enhanced agent satisfaction and retention through better workforce planning.

## Powerful Strategic Planning

Aspect eWorkforce Management provides powerful "what-if" analysis to strategically evaluate multiple outbound and blended staffing scenarios to determine optimal staff and resource deployment based on your unique business requirements. This "what-if" analysis provides the flexibility to experiment between different forecasting, scheduling and intraday staffing scenarios to account for planned and unplanned events. An unlimited number of scenarios can be created to test any number of scenarios, such as determining the impact of operational changes, marketing initiatives and/or planned training will have on outbound and blended campaign activity.

## Accurate Outbound and Blended Forecasting

Aspect eWorkforce Management generates accurate forecasts by taking into account all pertinent outbound and blended specific data, including historical contact volume and campaign patterns, such as right and wrong-party connect ratios, as well as user-supplied data including campaign list size and number of passes.

For blended and multichannel environments, the software uses a unique multiskill architecture that identifies multichannel staffing requirements and optimal skill combinations based on your agents' skill sets and skills-based routing technologies.

Using your contact volume projections and your defined campaign goals, Aspect eWorkforce Management calculates the optimal number of agents needed to handle the outbound and blended contacts for each intra-day period using a sophisticated outbound forecasting algorithm. It also translates campaign volume and staffing requirements into their associated costs, making financial planning easier, faster, and more accurate.

**Flexible Outbound and Blended Scheduling**

Based on its set of accurate outbound forecasts that have been generated using historical campaign patterns, Aspect® eWorkforce Management™ creates optimal hourly staff schedules to effectively meet your campaign and multichannel contact requirements. This ensures that the right numbers of people are scheduled to handle the predicted outbound and blended workload to help maximize the number of contacts and revenues.

Schedules can be created based on forecasted campaign requirements plus shift templates, employee preferences, work and equity rules or a combination. Individual employees can be manually assigned to trial schedules or the software can assign them automatically, based on criteria you define, such as seniority, skills or start time.

An unlimited number of trial schedules can be created before making the most desired schedules official or employees can be automatically assigned to schedules based on their preferences.

**Robust Intraday Tracking for Outbound and Blended Environments**

To respond to unexpected events, Aspect eWorkforce Management provides robust tracking tools that help you proactively balance staffing levels against contact volume and campaign activity throughout the day.

*Aspect eWorkforce Management incorporates historical campaign patterns into its forecasting process so you can customize outbound staffing plans based on your unique campaign and business requirements.*

The Intra-Day Performance feature compares actual versus forecasted right party contact data and staffing statistics in 15- or 30-minute intervals so you can make corrective changes to keep your staffing plan on track.

And with the software’s Intra-Day Time Line, you can see an at-a-glance view of individual agent schedules along with their assigned activities to help you easily identify agents available for reassignment.

**Integration for Improved Best-Time-To-Call Efficiency**

To improve your collections, sales and telemarketing contact and campaign efficiency, Aspect eWorkforce Management offers seamless integration with Aspect® Campaign Optimizer™ and Aspect® Enterprise Campaign Manager™. These applications provide Best-Time-To-Call capabilities that optimize outbound campaigns to customers and prospects at the times and places they are most likely to be reached.

Optimized staff schedules and intra-day staffing changes from Aspect eWorkforce Management can be automatically fed into these applications to drive more effective staffing for outbound activities. And intra-day staff changes are dynamically managed to re-optimize campaigns based on the new staff availability. This unique integration allows you to schedule the most productive and effective employees at the best time to reach your customers to maximize outbound campaign results and increase agent productivity.

Input Values			Plan																													
Campaign	Size	Passes	Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday				Monday					
			Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC	Alt	Con	RPC
Tue	2000	1.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	42	0	0	83	0	0	0	0	0	0	0	
Wed	2000	1.0	9	125	101	74	125	101	76	529	444	338	125	100	73	42	0	0	83	0	0	83	0	0	125	99	73					
Thu	7000	2.0	9	125	99	71	125	100	75	529	413	310	125	101	72	42	0	0	83	0	0	83	0	0	125	100	75					
Fri	2000	1.0	10	125	100	73	125	100	77	529	413	310	125	96	70	42	0	0	83	0	0	83	0	0	125	96	71					
Sat	2000	1.0	10	125	99	72	125	98	74	529	418	330	125	96	72	42	0	0	83	0	0	83	0	0	125	98	78					
Sun	4000	1.0	11	125	108	78	125	99	73	529	418	318	125	99	72	42	0	0	83	0	0	83	0	0	125	98	70					
Mon	2000	1.0	11	125	103	76	125	101	77	529	429	322	125	96	70	42	0	0	83	0	0	83	0	0	125	99	72					
			12	125	100	73	125	101	76	529	429	330	125	100	73	42	0	0	83	0	0	83	0	0	125	98	76					
			12	125	109	86	125	99	75	529	423	326	125	96	68	42	0	0	83	0	0	83	0	0	125	100	75					
			1	125	99	72	125	99	72	529	413	314	125	99	73	42	0	0	83	0	0	83	0	0	125	100	73					
			1	125	100	71	125	100	78	529	407	301	125	99	71	42	0	0	83	0	0	83	0	0	125	99	74					
			2	125	79	58	125	100	74	529	418	326	125	96	74	42	0	0	83	0	0	83	0	0	125	100	74					
			2	125	100	72	125	100	75	529	418	318	125	96	69	42	0	0	83	0	0	83	0	0	125	99	68					
			3	125	99	71	125	98	74	529	418	314	125	98	72	42	0	0	83	0	0	83	0	0	125	99	72					
			3	125	100	72	125	99	75	529	413	306	125	100	72	42	0	0	83	0	0	83	0	0	125	98	75					
			4	125	101	73	125	99	73	529	413	306	125	96	69	42	0	0	83	0	0	83	0	0	125	101	73					
			4	125	99	71	125	99	73	529	413	314	125	96	69	42	0	0	83	0	0	83	0	0	125	98	74					
			5	0	0	0	0	0	0	0	0	0	0	0	0	42	0	0	83	0	0	83	0	0	0	0	0					
			Total	2000	1596	1163	2000	1593	1197	8464	6700	5083	2000	1564	1139	2016	0	0	3984	0	0	2000	1582	1173								

**About PerformanceEdge™**

PerformanceEdge combines workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning to enable organizations to holistically respond to changing business conditions. The PerformanceEdge applications dynamically interoperate to help contact center managers consider everything and act immediately, ultimately making it easier for inbound, outbound and blended contact centers to control costs, enhance service levels and align performance with strategic goals. For more information, visit [www.performanceedgesuite.com](http://www.performanceedgesuite.com).

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