

# Aspect® Workforce 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 Workforce 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.**

As the global leader in workforce management, Aspect Workforce 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 Workforce 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 Workforce 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.



## 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



Using your contact volume projections and your defined campaign goals, Aspect® Workforce Management calculates the optimal number of agents needed to handle the outbound and blended contacts for each intraday 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 Workforce 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 Workforce Management provides robust tracking tools that help you proactively balance staffing levels against contact volume and campaign activity throughout the day. 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 Workforce 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 intraday staffing changes from Aspect Workforce Management can be automatically fed into these applications to drive more effective staffing for outbound activities. And intraday 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.

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

Campaign	Day	Hour	Forecast	Staff	Cost	Revenue	Profit
10000	Monday	8:00	100	100	100	100	100
10000	Tuesday	8:00	100	100	100	100	100
10000	Wednesday	8:00	100	100	100	100	100
10000	Thursday	8:00	100	100	100	100	100
10000	Friday	8:00	100	100	100	100	100
10000	Saturday	8:00	100	100	100	100	100
10000	Sunday	8:00	100	100	100	100	100
10000	Monday	9:00	100	100	100	100	100
10000	Tuesday	9:00	100	100	100	100	100
10000	Wednesday	9:00	100	100	100	100	100
10000	Thursday	9:00	100	100	100	100	100
10000	Friday	9:00	100	100	100	100	100
10000	Saturday	9:00	100	100	100	100	100
10000	Sunday	9:00	100	100	100	100	100

### About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit [www.aspect.com](http://www.aspect.com).

### PerformanceEdge® Group

The PerformanceEdge Group is a dedicated resource within the Aspect organization that is comprised of contact center performance professionals with technical, process and application subject matter expertise.

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