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# HIGHLIGHTS FROM ATLANTA

The dynamics of the contact center have changed. Forefront brings together WFM & OPS leaders intent on leading the change needed to break free from the status quo.

*"Volatility is increasing, putting a premium on creating a nimble, real-time frontline to offset costs."*

**Dave Thrailkill, former WFM leader at Citi**, shared insights on why Citi turned to automation and how it has paved the way to increasing productivity and employee engagement.

Half-day event attended by over 15 enterprise companies



## The Journey

**David Lenahan** shared how Asurion leverages intraday automation to drive productivity and ensure employees are well-versed to counsel customers on a wide array of issues and highly technical inquiries in a rapidly changing environment.



## Real-Time Rules

Attendees participated in an interactive contest that helped attendees visualize and imagine the possibilities of the endless problems that can be solved by an intraday rules engine.

*"Automation is the foundational element needed to lead change"*  
**-Dave Thrailkill**

With over 100 rules submitted, here's one creative example that improves employee engagement.

### TRIGGERS

If Agent averages less than 3 calls an hour a week

### ACTIONS

Then Supervisor/Manager sends email which allows them to provide additional training/coaching to help

### USERS

Low performing Agents

*"Forefront is a great opportunity to share information and gain a better understanding of how intraday automation can be adapted to my environment."*

**- Ken Pearson, VP of WFM, Frontier Communications**