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CHICAGO - HIGHLIGHTS

The dynamics of the contact center have changed. Forefront brings together WFM & OPS leaders intent on rewriting the rules in response to today's demands and tomorrow's opportunities.

"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 and how automation has paved the way to increasing productivity and employee engagement.



The Journey

Dave Barbuto and 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.

"Forefront is a one of a kind community for contact center leaders. It's a great forum for the growing automation movement and sharing best practices."

- David Barbuto



Real-Time Rules

An interactive 'Rules Contest' helped attendees imagine the possibilities automation holds for their call centers.

"Automations are the foundational element needed to lead change"

-Dave Thrailkill

Here's the **most creative rule** submitted & written to drive employee satisfaction

TRIGGERS

Calls in Customer Service Queue > 50

ACTIONS

Send Message to Agent (see below)

USERS

Agents in Customer Service Queue

X

We know it's exceptionally busy right now. After your shift, enjoy pizza in the break room! We appreciate your hard work and commitment.

Join the Automation Movement

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