

HIGHLIGHTS FROM DALLAS

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Businesses are asking contact centers to change at a breakneck pace. Forefront brings together WFM & Ops leaders who are intent on leading change.

"Those who embrace and lead the change will propel their businesses and careers forward."

Dave Thrailkill, former WFM leader at Citi, provided key insights on how to optimize a global workforce while increasing productivity and creating efficiency.

One-day event attended by over 15 enterprise companies



The Journey

Beth Himes, Mike Adamo, and Michele Dierwechter of Aetna shared how, through intraday automation, they were able to:

- Increase occupancy
- Reduce overtime
- Protect performance guarantees

Prior to implementing intraday automation, they managed their phones around offline time. Now they manage their offline time based on their phone results.



Real-Time Rules

"Automations are the foundational element needed to lead change"
-Dave Thrailkill

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.

With over 100 rules submitted, here's just one example:

TRIGGERS

Service level is greater than or equal to 85%, No calls in queue greater than 15 minutes and No sessions assigned

ACTIONS

Offer VTO

USERS

Agents with end of shift scheduled within the next 2 hours and have no sessions scheduled

"Forefront is unique in its focus on workforce management innovation. The one-day collaborative format made it a unique and beneficial experience."
- Adam Schmitt, Macy's