

EVENT HIGHLIGHTS

A variety of businesses sent their WFM, Operations, L&D and Technology teams to convene and discuss how they are changing their WFM models to keep pace with their customers and employees. If you or a member of your organization were unable to attend, enjoy these event highlights and look for future events coming soon.

Co-hosted with Citi and Cox Communications, Forefront was an intraday automation learning and networking event where leaders, visionaries, users and those who are just starting to redefine their frontline workforces came together to share their experiences and gain knowledge.

"I think the pace, the tone and the participants were excellent. I trust any future events would be just as amazing."



Road To Success

- **Dave Thrailkill and Kim Hall of Citi** shared their journey from having no defined success targets in an ad hoc environment, to achieving workforce optimization.

"By having an omni channel focus we are able to meet our customers when and where they are, creating effortless interactions with our people, systems, services, and products".

- **Suzanne Foy of Cox Communications** shared that by delivering training via Intraday Automation, they were able to realize \$3M in annualized benefit.

"Intraday Automation enables efficient and measurable delivery of information without pulling from budgeted agent off phone activity."

- **Donna Fluss of DMG Consulting** shared a vision for the future of workforce management, "NewGen WFM"

[DOWNLOAD THE WHITEPAPER HERE](#)

Real-Time Rules

An interactive discussion and rules contest was facilitated where attendees were able to see how the intraday automation rules engine could help them achieve their goals and address long-standing challenges in ways otherwise not possible.

With over 200 rules submitted, here's just one example:

IF |
THEN |
TO |

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

Offer VTO

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

DON'T GET LEFT BEHIND

The future of your frontline is in your hands and it's changing, fast. We look forward to seeing you at future Forefront events being planned for 2016. Stay tuned for details.

www.forefront.intradiem.com