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HIGHLIGHTS FROM ORLANDO

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 enterprise company contact center leaders



The Journey

Harper Flores, Strategic Workforce Effectiveness Leader for UnitedHealthcare shared how automating After Call Work adherence produced material productivity gains.



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 50 rules submitted, here's one creative example that improves employee engagement.

TRIGGERS

If new hire agent with AHT > 15 minutes and AHT > 4 hours for shift

ACTIONS

Then send message to supervisor, and assign coaching session and update agent schedule

USERS

New hire agents meeting criteria

"Forefront is great place for learning from industry peers who face similar challenges and how they have modernized their contact center with intraday automation."
- Amy Anthony, Liberty Mutual