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HIGHLIGHTS FROM TORONTO

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 10 enterprise companies



The Journey

Kevin Jolliffe, Jonathan Rasiah, Rita Davis, and Bruno Meneses from Rogers Communications shared how, through intraday automation, they were able to improve workforce efficiencies and increase crucial employee development time.



Real-Time Rules

Attendees participated in an interactive contest that helped them 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		Agent has perfect attendance for one month-zero absences/late arrivals
ACTIONS		Prompt an extra 15 minute paid break
USERS		All agents with perfect attendance last month

"It was absolutely a very worthwhile day from learning new ways to use intraday automation to building some great industry relationships. I came home very energized and inspired!"
- Louise Andrew, Accor Hotels