

Genesys Workforce Management



Contact Center Software

Genesys Workforce Management optimizes contact center agent staffing with advanced forecasting, scheduling and real-time adherence capabilities.

Highlights

- > Reduces staffing costs with optimal staffing plans while improving customer service levels
- > Provides centralized administration of agents, agent skills, routing rules etc.
- > Optimizes agent schedules due to sudden changes in agent activity such as meetings, vacation etc.
- > Improves tactical decision-making through real-time agent adherence information
- > Integrates with 3rd party decision support applications to improve management
- > Scales to accommodate growth in agent population from 50 to over 5,000

Overview

Genesys Workforce Management provides a sophisticated and highly-automated product that helps contact center managers deliver world class customer service by maintaining the appropriate staffing levels. Genesys Workforce Management reduces the complexities involved in staffing multi-site and multi-channel contact centers. The solution delivers a strong return-on-investment through the costs savings that result from more accurate forecasting and staffing, improved operational efficiency, increased agent morale, and lower agent absenteeism and churn.

Genesys Workforce Management offers the ability to create accurate staffing plans that take into account not only projected contact volumes and average handle times, but also the various skills and skill levels of the agent population. This is achieved through advanced forecasting and scheduling capa-



“With Genesys Workforce Management, we’ve got much more flexibility and visibility now, in terms of managing agents. We’ve been able to drastically reduce the number of shifts and can now give a four-week shift pattern in advance to staff, so they can plan their work schedule and their private lives much more accurately.”

Jeff Swanson, Chief Technical Office, beCogent

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Features	> Benefits
Intra-day Schedule Re-optimization	> Improves schedule coverage for the remainder of the day by re-distributing the selected schedule items, within the constraints defined by the user and according to the pre-defined working rules of the contact center
Workforce Management Integration API	> Allows Web Services interface allows customers and partners to develop integrations between Genesys Workforce Management and 3rd-party applications such as HR/payroll systems, performance management systems etc, thus reducing the costs of maintaining duplicate sets of data
Advanced Forecasting	> Utilizes historical interaction data and user-defined service objectives to provide accurate forecasts across all media segments and service types
Enhanced Multi-Site Forecasting	> Models the benefit of contact handling in a multi-site environment, where fewer agents are required than if all of these sites were in silo
Flexible Scheduling	> Simplifies the process of scheduling agents with multiple skills, across all media, with a flexible and powerful engine that supports the various working rules in use around the globe

bilities. The product also features a Web browser based interface that facilitates ease of use and helps in rapid deployment.

Genesys Workforce Management is tightly integrated with the configuration components of the Genesys Customer Interaction Management Platform. Agents and their skill sets are entered and maintained in one Genesys application, so there is no longer a need to re-enter this information in a stand alone workforce management application. This integration also allows contact centers to leverage real-time statistics and adherence data across all communication channels. The product features an Integration Application Programming Interface (API) that can be used to integrate workforce management data with third-party applications such as HR/payroll systems, agent analytics tools, performance management systems etc. The Integration API can also be used to develop customized reporting of Workforce Management data.

Designed for a multi-channel, multi-site environment, Genesys Workforce Management provides optimal schedules across a multi-skilled agent population, handling customer interactions across different media types. Agent preferences, skills, proficiency, customer segmentation, historical trends such as e-mail response times and outbound call lengths are all considered within the forecasting and scheduling components.

Reducing the Complexity of Managing the Workforce

Customer expectations now include a choice of interaction channels and fast, responsive agents. Customers also expect personal attention and want agents with the right skills to answer their questions. If customers are forced to wait for service due to inadequate staffing, they are more likely to be lost as customers. In addition to customer churn, inadequate staffing also has an adverse effect on the morale of contact center agents if they are over-burdened by

“It’s vital that customers contacting our call centers are always directed to the person with the most knowledge and experience available to address their query.”

Karen Laidler, Director of Technology Services, O2

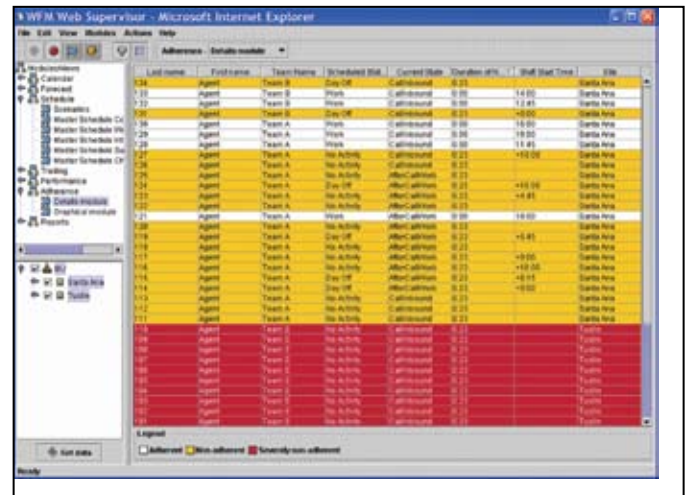
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Features	> Benefits
Real-time Adherence	> Allows managers to monitor up-to-the-moment agent activity at the business unit (virtual contact center), site, or team level and react as needed
Enhanced Time-Off Planning	> Supports multiple types of partial and full-day time-off planning models, thus allowing compliance with a variety of customers’ time off rules and regulations and reducing the manual time required to manage agents’ time-off requests
Web-Based Architecture	> Provides contact center planners, supervisors and agents with convenient access to the tools they need through an easy-to-use Web browser interface
Comprehensive Reporting	> Provides a wide selection of reports for configuration, planning, forecasting, scheduling, contact center and workforce performance and adherence, for a variety of time periods and organizational levels. Also provides audit trail reporting capabilities to enable management to perform root cause analysis to changes made in workforce management

increasing job related stress. However, without understanding historical contact volumes, overstaffing can result, which negatively impacts the bottom line. The traditional approach to this problem has been to devote resources to manage the workforce through manual forecasting and scheduling processes. However, this is a cumbersome, inaccurate process and is almost impossible in today’s modern contact center environments involving multiple sites and communication channels.

Workforce Management Integration API

The Workforce Management Integration API is a set of Web services that integrates the Genesys Workforce Management data with third-party applications.



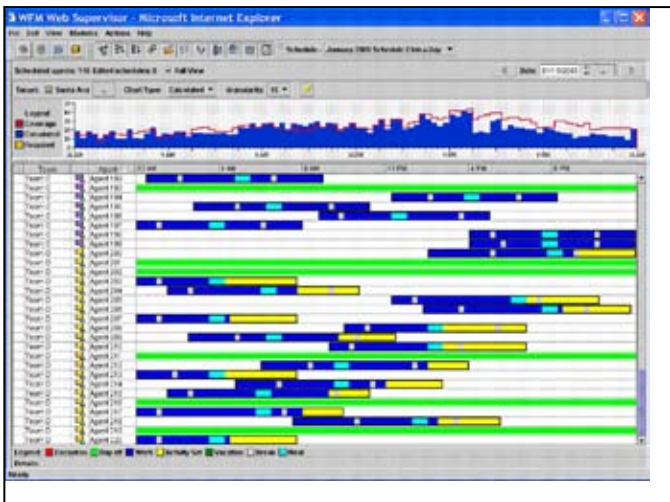
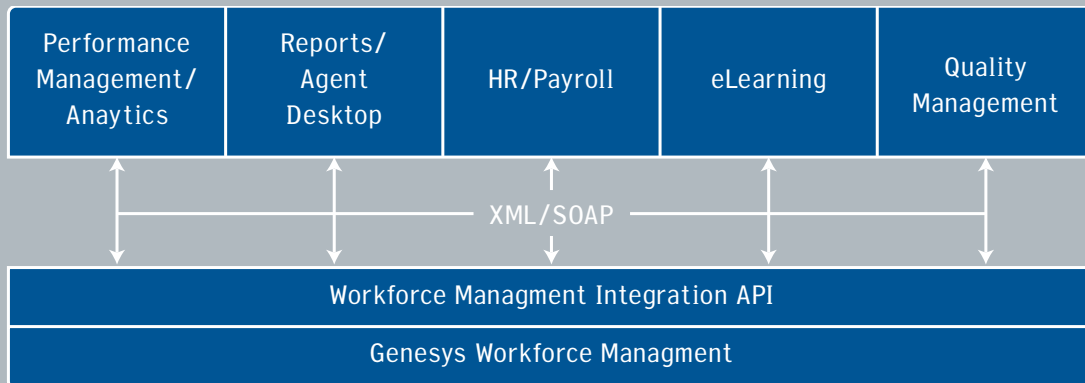
As shown above, Genesys Real-Time Adherence module gives managers an up-to-the-moment comparison of actual agent activities versus their daily schedules. Managers can be visually alerted if variances exceed specified levels.

“Call center optimization requires the seamless integration of multiple complementary technologies. The ability to integrate an organization’s Workforce Management system via an open API with emerging technologies such as performance management or mature systems such as QM, eLearning and even back office systems such as payroll and HR will provide benefits in terms of time, cost and effort.”

Jim Davies, Principal Analyst Research, Gartner

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Typical WFM Integration API Use Cases



This screen shot illustrates the browser view a supervisor will see when viewing the overall agent schedule. Managers can analyze work schedules, staffing performance and easily make changes to agents’ schedule on an intra-day or weekly basis.

Features

The Workforce Management Integration API is a component of the Genesys Workforce Management product. The API provides standards-based access to the Workforce Management data such as adherence statistics, schedules and forecasts. Applications can access the Workforce Management data via eXtensible Markup Language (XML)/Simple Object Access Protocol (SOAP) based Web services API commands. The Workforce Management data can be used to monitor and manage agent performance, calculate payroll and import agent schedule exceptions from a 3rd party application. The Workforce Management Integration API may also be used for building custom capabilities such as providing agent adherence information on agent desktops (both Genesys and third-party). In addition, the Integration API enables customers and partners to develop custom Workforce Management reports.



“Utilizing the Genesys Workforce Management API in conjunction with WFM has allowed Merrill Lynch to take advantage of the many new features Workforce Management has to offer while maintaining our robust reporting infrastructure.”

Merrill Lynch

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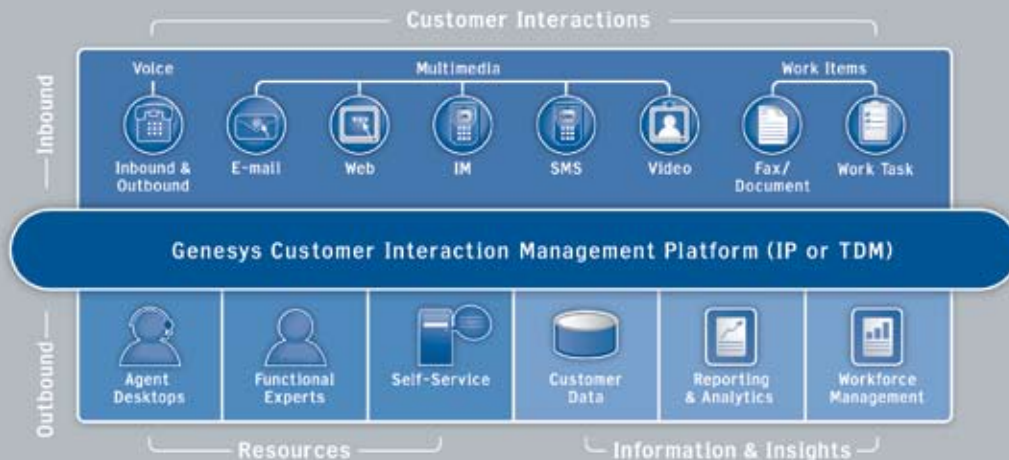
API Use Cases

Some of the typical use cases for the Workforce Management Integration API are:

- 1. Integration with Agent analytics/Performance Management systems**
- 2. Integration with Human Resources (HR)/ payroll systems**
- 3. Building custom reports**
- 4. Integration with 3rd-party scheduling systems**

Genesys 7 Product Suite

The broadest suite of products—with powerful voice self-service, assisted service for every communication channel, flexible integration options and management insight systems—all linked on the most open platform to deliver exceptional contact center and customer service capabilities.



Systems Supported

Server OS Support

Windows 2000 Service Pack 4
Windows 2003 Service Pack 1

Databases

Microsoft SQL 2000, 2005
Oracle 8.1.7, 9.0.1, 9.2 or 10g
IBM DB2 8.1 or 8.2

Web Application Servers

IBM WebSphere 5.1 or 6.0 (on Windows 2000/2003, Solaris 9 or 10, or AIX 5.1-5.3)
Jakarta Tomcat 4.1-5.5 (on Windows 2000/2003 or Solaris 9 or 10)

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