

Productive Workforce™ for Aspect® Workforce Management Users

Unified Communications Application for the Contact Center



As an Aspect Workforce Management user, you know that whether you're servicing customers, selling products and services, or collecting debt, your success depends on people, processes and applications working together to achieve the best outcome. Yet, managing for optimal business results can be difficult for any contact center manager.

Productive Workforce for Aspect Workforce Management is a unified communications (UC) application for the contact center that unites performance and quality management to reduce the cost per customer interaction and improve the customer experience.

Whether your contact center is centralized or distributed, Productive Workforce for Aspect Workforce Management, which readily integrates with virtually any automatic call distributor (ACD) or dialer, brings your business rules, hard-learned best practices and administration into a centrally managed platform.



- Identify areas for individual agent improvement and initiate a consistent coaching process.
- Analyze and report on the content, context, purpose and outcome of targeted recorded conversations.
- Utilize voice and desktop recordings as best practice training tools.
- Synchronize agent administration across applications to reduce supervisory overhead.



Improve Quality and Performance with Automated Tools

Managing a contact center workforce is no simple matter, and adding in the complexities of customer service, telemarketing or collections business processes makes the task more difficult. Productive Workforce™ for Aspect® Workforce Management helps you to improve customer satisfaction and agent performance, by providing integrated recording, quality management, customer surveys and robust reporting capabilities that streamline agent quality evaluations.

Reports include links to actual recordings giving you accurate insight into each interaction. In addition, Productive Workforce allows you to store and distribute best-in-class recordings to your agents for coaching and training purposes. This enables you to uncover reasons for performance shortfalls, increase agent performance with coaching workflows and reduce the complexity and cost of implementation.

Through 100 percent call recording, Productive Workforce for Aspect Workforce Management helps you pinpoint the most appropriate customer interactions to record, provides the tools you need to and evaluate improvements to people and processes.

Quality management capabilities let you easily evaluate agent effectiveness so that you can identify top performers for recognition and provide coaching for lower performers. The solution empowers your agents to improve their efficiency by allowing them to view evaluation forms, hear recorded calls and view screens, as well as receive coaching feedback on specific customer interactions all from one easy-to-use interface. It also gives them the ability to download and listen to best-in-class customer interactions so they can better understand how they can improved customer experiences.

The workforce and quality management capabilities included in Productive Workforce offer greater efficiencies when used together, facilitating day-to-day workflow processes and providing a powerful return on investment. For instance, automatically sending quality scores to

workforce management allows you to use scores to manage your workforce schedule assignments, enabling you to provide agents that have high customer satisfaction ratings with more desirable schedules. You can also use these capabilities to balance shift schedules, utilizing using scores to ensure an appropriate skill level mix is present during each shift.

After quality score information helps you gauge which employees should receive training and when, workforce management schedules the training at the right time based on employee availability, as well as manager and trainer availability. Because employees with lower average quality scores might need additional training on a more frequent basis than higher performers, Productive Workforce helps you ensure that those who need the training receive it at the right times and in the appropriate doses, while those who don't are not unnecessarily overloaded.

All of these built-in capabilities help your agents learn how to elevate their level of service, enabling them to apply new skills immediately and ensuring they are truly an extension of your corporate culture and branding.

Optimize Efficiency through Targeted Performance Feedback

Productive Workforce for Aspect Workforce Management provides performance management capabilities that help you analyze workforce and operational performance statistics, while providing coaching capabilities to improve problem areas. It consolidates data from your workforce management, quality management and ACD into a single, focused view for analyzing agent performance. It enables your contact center to take more focused actions that better align workforce performance with your company's overall business goals.

Working in conjunction with the workforce management components, it provides your entire contact center staff with easily understandable views of operational performance to help focus their efforts on key business metrics that will drive strategic customer experience success.

Key Benefits

- Improve quality and performance through the use of automated tools
- Reduce costs and improve customer experiences
- Optimize efficiency through targeted performance feedback
- Align performance at all levels of the organization

The application enables your supervisors and managers to analyze the data, uncover agent performance shortfalls, and make adjustments to targets and objectives in ways that make the entire contact center more effective. It also allows supervisors to put specific corrective measures in place, such as one-on-one coaching sessions or targeted eLearning or instructor-lead training.

Productive Workforce™ for Aspect® Workforce Management allows you to easily compare and analyze actual performance against your key business metrics by providing more than 100 out-of-the-box workforce management, ACD, and quality management key performance indicators (KPIs) that are based on years of industry best practices. KPIs appear on the screen in formats that enable users to assess performance with traffic-light color coding that reveals, at a glance, whether performance was above, at, or below the target levels set by customer service managers.

Align Performance at All Levels of the Organization

With Productive Workforce for Aspect Workforce Management, you can align operational performance with corporate strategy through the use of scorecards and analysis tools that automatically initiate alerts and actions on the fly. Recording customer interactions gives you insight to both business issues and agent performance. Coaching sessions can then be scheduled at the times that are most convenient for your center, to improve poor performers. You can also use quality scores to reward high-performing agents by granting them their preferred schedules.

Presenting your managers, supervisors and agents with out-of-the-box views that let them easily understand their day-to-day operational performance provides a focus and emphasis on real-time goal management. Each view appears as a user-friendly dashboard that gives your employees relevant information, navigation, and functionality, tailored to the specific needs of their jobs. You can personalize these dashboards to reflect specific views required by your organization, ensuring that

your employees are focused on the KPIs that help align customer service operational performance to strategic goals.

Consolidated interaction history provides the basis for proactive decision-making and strategic planning. This allows you to consider all aspects of your contact center operations—including what's happened in the past, what's happening now, and what might happen in the future – giving you the visibility you need to take immediate action to ensure high performance.

Productive Workforce for Aspect Workforce Management empowers your staff to manage their own performance against targets that have been clearly defined to drive effective behaviors. At a glance, agents can view scorecards that lets them know how they are performing against their targets and use the information to either refocus their efforts or communicate with supervisors. This clear, personalized view gives your agents the information they need so they gain immediate feedback to meet goals that are tied to incentives and promotions.

The solution also helps empower your supervisors to easily identify individual agents who are not meeting performance benchmarks and gives them tools to effectively coach agents so they are more likely to achieve goals. With easy-to-use coaching forms, supervisors can work with agents to point out specific areas that need improvement and set new performance goals.

Productive Workforce for Aspect Workforce Management, powered by PerformanceEdge, brings a new approach to contact center management and is readily extensible to include complementary capabilities as your needs grow.

“PerformanceEdge is a great tool for optimizing agent schedules and forecasting call volumes. We count on Aspect Workforce Management to help us manage schedules for more than 800 work-at-home Brand Ambassadors. The latest version has made it easier for our Brand Ambassadors to easily view their schedules and has helped us improve productivity and ultimately enhance the experience we provide to our clients.”

*Director of Workforce Planning
VIPdesk*

Productive Workforce™ for Aspect® Workforce Management is a UC application for the contact center that delivers the tools and processes to help Aspect Workforce Management users optimize resource utilization and adopt a continuous improvement culture. By motivating agents throughout their workforce lifecycle, you can service more customers with fewer agents, reduce customer interaction costs, and improve customer service, sales and collections results.

Productive Workforce for Aspect Workforce Management includes:

- **Quality Management** - record and evaluate agent performance and capture real-time customer feedback to gain insight into both business issues and agent performance.
- **Performance Management** - measure and communicate results to continuously improve business processes and ensure that performance is aligned with overall goals. Scorecards and analysis automatically initiate alerts and actions on the fly.

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About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

