

## Cisco Unified Workforce Optimization for Cisco Unified Contact Center Express

Cisco® Unified Communications is a comprehensive IP communications system of voice, video, data, and mobility products and applications. It enables more effective, more secure, more personal communications that directly affect both sales and profitability. It brings people together by enabling a new way of communicating—where your business moves with you, security is everywhere, and information is always available...whenever and wherever it is needed. Cisco Unified Communications is part of an integrated solution that includes network infrastructure, security, mobility, network management products, lifecycle services, flexible deployment and outsourced management options, end-user and partner financing packages, and third-party communications applications.

Cisco Unified Workforce Optimization for Cisco Unified Contact Center Express—an integral component of the Cisco Unified Communications System—is a full-featured solution for optimizing performance and quality in Cisco customer contact solutions for midmarket and enterprise branch or departmental companies.

Cisco Unified Contact Center solutions help customers move into the next phase of customer contact—beyond today's contact center to a Customer Interaction Network. The Customer Interaction Network is a distributed, IP-based customer service infrastructure that comprises a continuously evolving suite of innovative, multichannel services and customer relationship management (CRM) applications. These services and applications provide premium responsiveness and streamlined customer exchanges to help your organization deliver superior customer service. A Customer Interaction Network extends customer service capabilities across the entire organization, giving your business a more integrated and collaborative approach to customer satisfaction—and leading to a better customer experience.

### **Cisco Unified Workforce Optimization Overview**

For many businesses, the contact center is a strategic connection point with customers. Each positive customer experience supports corporate business objectives, such as increased sales and customer loyalty. But with the daily pressure to satisfy customer demands, it can be a challenge to keep contact center people and processes aligned with corporate business objectives—whether it is in sales performance or profitability.

To manage these expectations, it is the contact center supervisor who must deliver. It is the supervisor's job to balance the goals of the business with the customer experience and agent behavior.

Cisco Unified Workforce Optimization, an option that can be used in conjunction with Cisco Agent Desktop and Cisco Supervisor Desktop, helps supervisors and other managers align contact center performance with business objectives by integrating workforce optimization within the team's daily workflow—combining agent and supervisor desktop tools in a composite application with workforce optimization software to unify the entire customer interaction process.

To help companies provide efficient, effective, customer-focused service in the contact center, supervisors must have the tools they need to manage team performance. Cisco Supervisor Desktop empowers supervisors with information in real time and gives them the tools they need to evaluate and continually improve team performance and customer satisfaction.

### **Cisco Unified Workforce Optimization**

Cisco Unified Workforce Optimization is directly integrated within Cisco Supervisor Desktop, which unifies the tactical tools for supervisors with the tools they need to optimize team performance: Quality Management and Workforce Management.

- Workforce Management allows contact center managers to develop schedules for multiple sites, manage key performance indicators, and manage real-time adherence to schedules.
- Quality Management is a recording, compliance and evaluation solution for agent performance optimization and dispute resolution—architected to meet the unique requirements of virtual contact centers.

Part of Cisco's complete suite of customer interaction and workforce optimization software, Workforce Management provides the information supervisors need to schedule or forecast staffing to provide the highest level of customer service and make short- or long-term adjustments as required to maintain service levels.

When the average contact center spends 65 percent of its budget on human resources, what could have a greater influence on customer service, customer satisfaction, efficiency, and costs than balanced staffing? Yet workforce management can be complex for many contact centers—particularly smaller centers that cannot afford high-end packaged solutions.

Workforce Management offers simple integration; it is easy to learn and is simple for managers and supervisors to use because it allows them to produce agent schedules in just two steps.

The Workforce Management component (Figure 1) of Cisco Unified Workforce Optimization is an excellent solution for next-generation contact centers to:

- Forecast and schedule with accuracy
- Manage multisite (virtual) contact centers in multiple time zones
- Support multiple languages with a single click
- Apply unique business rules by channel type for multichannel contact center support
- Be connected to an unlimited number of phone systems, automatic call distributors (ACDs), and computer telephony integration (CTI) systems simultaneously

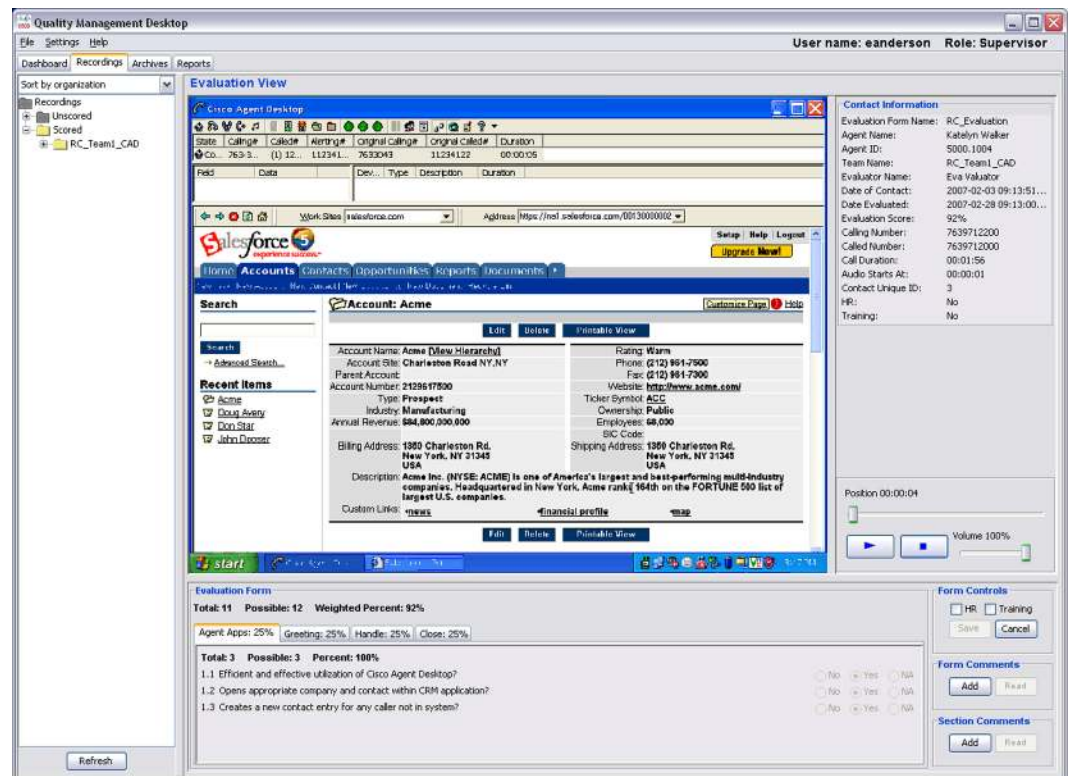
**Figure 1.** Workforce Management Team Scheduling Integrated into Cisco Supervisor Desktop

ID	Name	Firstname	W	T	N	O	H	I	C	B	U	L	O	Forecasted Activity	Adherence	Forecasted Arrival	Forecasted Arrival	Break Begin	Break End	Leave	% SA	% SC
11003	Moraes	Connie												Service	●	09:00	08:00	-	-	17:00	67,5	107,4
11003	Peter	Etelke												Service	●	09:00	-	16:45	17:00	19:00	0	0
11004	Mohammed	Sean												Break	●	09:15	09:00	14:15	15:15	17:15	61,2	58
11005	Ward	Joan												Service	●	09:00	-	-	-	17:00	0	0
11009	Lashley	Pauline												Break	●	09:00	-	14:00	15:00	17:00	0	0
11012	Huang	Valerie												Service	●	09:30	-	-	-	17:30	0	0
11016	Alfonso	Brian												Service	●	10:00	-	-	-	18:00	0	0
11022	Gunter	Michelle												N/A	●	00:00	08:30	-	-	23:59	61,6	344
11039	Darby	Tyrone												N/A	●	16:00	-	18:45	19:15	21:00	0	0
11056	Escudero-Whu	Jessica												N/A	●	00:00	-	-	-	23:59	0	0
11058	Wolfe	Lisa												N/A	●	17:30	-	-	-	21:00	0	0
11072	Abdi	Fuad												N/A	●	00:00	-	-	-	23:59	0	0
11075	Duncan	Roxanna												N/A	●	18:00	06:30	-	-	21:00	0	378
11101	Bhikam	Kristina												N/A	●	00:00	-	-	-	23:59	0	0
11104	George	Paulenna												N/A	●	00:00	08:30	-	-	23:59	70,1	268
11106	Archer	Judy												Service	●	09:00	-	-	-	17:00	0	0
11107	Maier	Beverley D												Service	●	08:00	-	-	-	16:00	0	0
11109	Clarke	Priscilla												Service	●	09:00	09:30	-	-	17:00	58,6	81,1
11110	Nurse	Beverly												Break	●	09:00	09:20	14:00	15:00	17:00	58,5	120
11111	Das	Pramie												Service	●	09:00	08:57	-	-	17:00	58,5	126,6
11201	Scantlebury	Jean												Exceptions	●	10:00	-	-	-	17:00	0	0
11203	Moodie-Williams	Donnette												N/A	●	00:00	-	-	-	23:59	0	0
11204	Ibrahim	Fariel												N/A	●	00:00	-	-	-	23:59	0	0
11206	Mamodaly	Annar												Break	●	09:00	07:57	14:00	15:00	17:00	68,9	139,2
11211	Miller	Joan												Break	●	09:00	11:58	14:00	15:00	17:00	39,3	47,7
11212	Chinn	Karen												Break	●	09:00	-	14:00	15:00	17:00	0	0
11214	Selim	Heba												Service	●	08:00	-	-	-	16:00	0	0

The Quality Management component (Figure 2) of Cisco Unified Workforce Optimization is a highly scalable voice and screen recording and evaluation solution that supports agents and supervisors at any location. Quality Management helps organizations improve their business process and profitability by:

- Capturing, filtering, and compressing customer contact recordings for evaluation through quality programs
- Providing supervisor/manager evaluation tools which can be integrated with Cisco Supervisor Desktop to streamline management
- Enabling compliance archival of key information to open systems for transaction recall
- Allowing independent operation of edge components, which limits the scope of impact for faults
- Supporting flexibility for adding new agents through a software push
- Facilitating simple administration which allows modifications to the business rules without IT expertise or professional services engagements
- Increasing revenue through improved customer satisfaction and increased customer loyalty
- Providing consistent, high-quality customer experiences
- Identifying customer needs and expectations

**Figure 2.** Quality Management Contact Player



The Quality Management software uses the processing power of the agent's PC to record and process the voice and screen transactions for performance evaluation as well as compliance. The unique edge-oriented application architecture minimizes hardware and bandwidth usage for multisite centers, making it practical to deploy an effective quality management program in virtual environments:

- Transactions of interest are selected and processed if they meet established business criteria.
- Supervisors review and score the transactions against critical performance metrics, creating initiatives for quality improvements and training.
- Individual and team performance reports show trends that propel initiatives for quality improvement and training at the team and agent levels.
- Supervisors can measure training effectiveness by measuring and monitoring agent skill levels.
- Customer-call examples establish content for best-practices training.
- Contact centers can use evaluations to improve workforce management—for example, identifying agents' skills or area of expertise that can improve schedules and improve call routing.

Together with Cisco Unified Workforce Optimization Workforce Management software and Cisco Supervisor Desktop, the Quality Management software streamlines the quality management process to ensure that standards are being met and training and improvements are implemented when required.

## Summary

Cisco Agent Desktop and Cisco Supervisor Desktops, together with Cisco Unified Workforce Optimization software, aligns your contact center business processes with business objectives by integrating workforce optimization within the team's daily workflow. Cisco Unified Workforce Optimization combines agent desktop tools with workforce optimization software to unify the entire customer interaction process for agents and supervisors.

The Cisco Agent Desktop enforces best practices by unifying agent productivity tools, automating transaction workflows, and enabling team collaboration. The Cisco Supervisor Desktop integrates team coaching and collaboration tools with Cisco Unified Workforce Optimization quality management, workforce management, and performance reporting components.

Cisco Unified Workforce Optimization supports supervisors and managers to help them take immediate action or plan evaluations and adjustments to optimize contact center team performance—leading to increased customer satisfaction and continuing the evolution toward a true Customer Interaction Network.

## Cisco Unified Communications Services and Support

Using the Cisco Lifecycle Services approach, Cisco and its partners offer a broad portfolio of end-to-end services to support the Cisco Unified Communications system. These services are based on proven methodologies for deploying, operating, and optimizing IP communications solutions. Initial planning and design services, for example, can help you meet aggressive deployment schedules and minimize network disruption during implementation. Operate services reduce the risk of communications downtime with expert technical support, and optimize services enhance solution performance for operational excellence. Cisco and its partners offer a system-level service and support approach that can help you create and maintain a resilient, converged network that meets your business needs.



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