



Forecasting with Calabrio WFM

WITH A FEW CLICKS, EASILY AND ACCURATELY FORECAST
YOUR DEMAND AND NEEDED SUPPLY

How is the forecasting module so good?

Simply put, it is awesome. Calabrio WFM offers the right mix of input and output granularity but can also be used as a strong long-term planning tool. With the robust modified Erlang-A algorithm running the math, the accuracy can be taken to incredible levels. No matter your level of experience, from the newest forecaster to the seasoned veteran, the tool offered is adaptable to any level of competence.

We have worked hard to also provide you with tools to simplify your life and drive automation, reducing the amount of manual work needed. It is so great; it feels like having your own crystal ball.

HIGHLIGHTED FEATURES:

Put Forecasting on Autopilot with Automated & Suggested Forecasting

Automated and Suggested forecasting allows you to compare an existing forecast to a suggested one and if you choose to do so, apply the suggested changes to your forecast for a set period. In addition, it leverages multiple algorithms and uses machine learning to understand historical seasonality patterns and keep your forecast up to date automatically, on a rolling period, from 1 to 60 days out.





Special Days Require Special Events & Templates

Some days, the historical data is not representative of the normal volume and distribution pattern. It is important to exclude those days to create a reliable set of historical data to use as the basis for long-term forecasting. Though, the historical data for those dates can still be useful when forecasting dates of the same type in the future. Use special events to fulfill both of those purposes.

You can easily define standard templates to describe the typical intraday arrival patterns for each day of the week. These templates detail the distribution of contacts within the day and any variations in handling time and wrap-up time.

The intraday templates are created based on historical data. For example, the Monday template is based on the data of all Mondays in the selected historical period. As a bonus, these templates can be used to define occupancy goals, service level goals, and shrinkage applied at the interval level. Imagine being able to set your shrinkage differently in the morning vs. the evening or have a higher shrinkage on Fridays vs. Mondays!

Special Events & Templates are awesome because they give an unprecedented level of control over which data informs your forecast.

Have Confidence in Your Forecast with Data Validation & Seasonality Patterns

Month of year, week of month, day of week and intraday; Workforce Management is all about understanding historical patterns and how they might recur in the future. With Calabrio WFM, easily select a free range of historical data that can be grouped together, repeated, skipped, or weighted differently. The data validation is intuitive and helps you quickly identify seasonality patterns applicable to your organization.

Be Prepared for Anything with Campaign Adjustments

What happens when you have built a forecast, but things need to be adjusted? Maybe because there is an advertising campaign the marketing team is launching that will drive volume up, or you are anticipating that a change in processes for agents will quickly reduce handle time. Campaign adjustments allow planners to adjust, using percentages, incoming volume, handle time and after call work, up or down. Two great things when using this feature:

- **Granularity:** You can apply a percentage to an entire month, week, day or down to a 15-min interval level. Changes also flow up and down into the other date ranges, removing the need to manually fix. For example, if the daily forecast changes, so do the monthly, weekly, and interval-based forecasts. This gives you tremendous control on how you apply these dynamic changes to your forecast
- The required resources are calculated in real-time and on the same page. This allows you to know immediately the required staffing impact of an increase in volume of 10% or decrease in AHT by 15%.



Drive Accuracy with Dynamic Shrinkage

Dynamic Shrinkage allows you to factor in that there is a greater risk for shrinkage 30 days out than today or tomorrow, as most training sessions, meetings and absences have already been planned for the near future. This helps you get accurate coverage numbers to drive actions. Utilizing Dynamic Shrinkage, you can feel confident that automated scheduling actions such as request approvals and optimizations are made based on correct shrinkage assumptions.

Set a Maximum Occupancy

While occupancy is an output metric that informs you on how much time an agent is spending engaged with a customer out their scheduled time to be ready to engage, Calabrio WFM is one of the rare platforms that allows you to cap the maximum occupancy you want your associates to have. In many studies, high occupancy has been linked to low employee engagement

/ happiness and greater turnover. Once the forecasting engine identifies resources would have an occupancy over your pre-defined number, it will ensure to factor in its calculation that additional resources are needed to lower occupancy.

Other Important Features

- Set an abandon estimate for more accurate staffing estimates
- Create a forecast for any channel type, including voice, chat, SMS, back office, email and more
- Easily combine queues into single skills for ease of use and reporting
- Import and Export existing forecasts for use outside of Calabrio
- Set concurrency for chat skills for more accurate estimates
- Dynamic Resource Allocation accurately staffs all skills without need for complicated simulation setups

WHY IS FORECASTING SO IMPORTANT?

Forecasting is the foundation of Workforce Management and impacts all departments within the contact center and beyond. A forecast is what schedules are based on and it is what allows planners to determine how much PTO can be allotted. It drives Service Level results, as well as Average Speed of Answer, abandonment, and many more downstream metrics.

It helps other teams understand the impact of changes to tools and processes in the organization. It is what allows finance teams to plan headcount budgets and can help drive decisions on contact center performance improvements needed to help keep costs low.

We truly feel like the Forecasting tools Calabrio WFM offers sets it far apart from the competition with more automation, control, and ease of use.

Try it and let us know what you think!

CALABRIO™

Calabrio is the customer experience intelligence company that empowers organizations to enrich human interactions. The scalability of our cloud platform allows for quick deployment of remote work models — and it gives our customers precise control over both operating costs and customer satisfaction levels. Our AI-driven analytics tools make it easy for contact centers to uncover customer sentiment and share compelling insights with other parts of the organization. Customers choose Calabrio because we understand their needs and provide a best-in-class experience, from implementation to ongoing support.

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