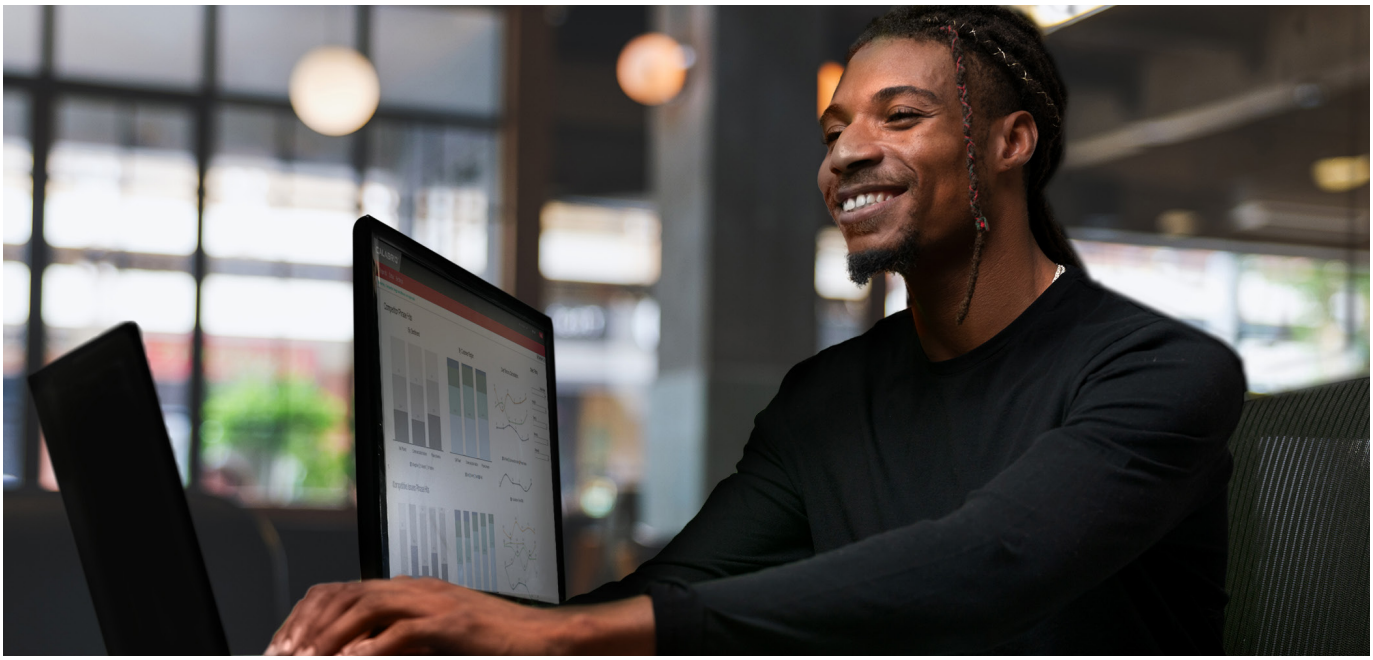

Dynamic Resource Allocation

MAKE SURE YOU HAVE THE RIGHT AGENTS & RIGHT SKILLS TO MEET SERVICE DEMANDS.

In today's contact center, workforce management (WFM) is not a one-for-one exercise or matching calls with agents. Customers connect across multiple channels, and as self-service and automation take the easy calls, agents are handling much more detailed and complex customer needs. A WFM solution needs to empower the contact center to dynamically match skill-based scheduling with skill-based forecasting. Calabrio WFM tackles this challenge with Dynamic Resource Allocation that perfectly and predictively puts the right agents, with the right skills in place to meet increasingly complex customer needs.

What is Dynamic Resource Allocation?

Dynamic Resource Allocation (DRA) calculates resources based on multiple discrete skillsets. That process starts with customized algorithms that create a separate skill-based forecast for each channel, predicting which skills will be needed in each channel. The algorithms then match individual agent-skill proficiencies to optimize scheduling—in real-time.

These intelligent algorithms are dynamically updated by up-to-the-minute information from Calabrio WFM and the full Calabrio ONE suite, automatically allocating and balancing resources. The result: the contact center delivers the best possible customer service at the lowest resource cost.

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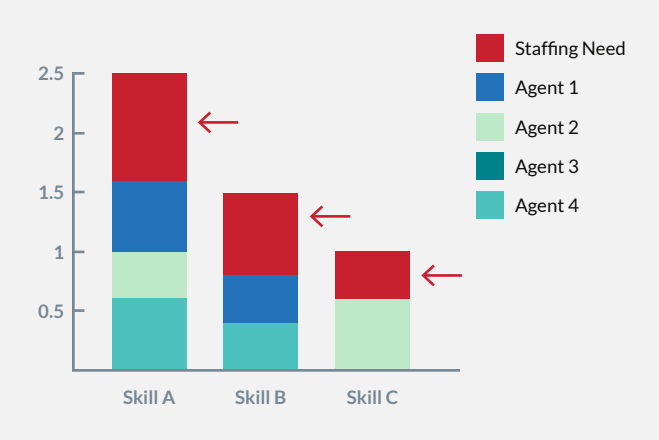


Dynamic Resource Calculation

CALCULATING SKILL-BASED PROJECTED SERVICE LEVEL (PSL)

All Calabrio WFM customers get estimated service level (PSL) functionality. Calabrio WFM automatically monitors PSL throughout the day, week, etc. to ensure the target is achieved. If under-staffed, the service level is lower than the forecasted target. If over-staffed, the service level is higher. With the addition of multiple skills and individual agent skill profiles, calculating the PSL becomes more complicated. Calabrio DRA provides PSL automatically for *all* skills—in real time. This is based on two key factors: agent competency in handling different types of contacts and the routing strategy:

Agent competency

- Each agent is linked to one or several skills, which may vary over time.
- Each agent has a proficiency level (customer-contact handling time) for each of their skills.

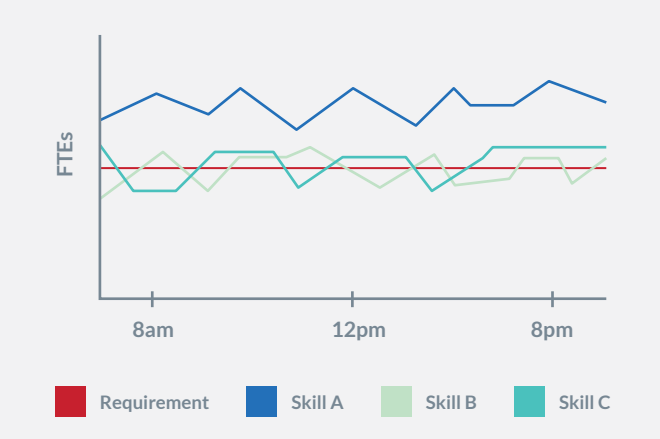
Routing strategy

- Each skill has relative priority vis-à-vis other contact-center skills: e.g. gold- level customers have higher priority than silver-level customers.

FIXING THE FLAWS OF SIMULATION

A WFM system that relies on simulations to distribute resources across skills would need to re-simulate before being able to see that the situation is not optimal. These situations occur all the time: people get sick, they're late, they need to be called to a meeting, call volumes increase, etc. By the time a simulation has finalized – the wait often a long one – it's too late to decide on and take the best course of action.

Calabrio WFM with DRA immediately shows the true situation at hand. As shown below, a major staffing need for Skill A is unnecessary:



CALABRIO FORECASTING MANAGES COMPLEXITY

Powerful DRA manages forecasting by utilizing methodologies, such as:

- Chat forecasting with parallel chat sessions
- Email forecasting with backlogs
- Forecasting for administrative work/back office

These can all be blended or scheduled with separate activities. The robust DRA automatically understands this and provides an accurate picture of what the contact center can expect in terms of channels-skill service levels—in real time.

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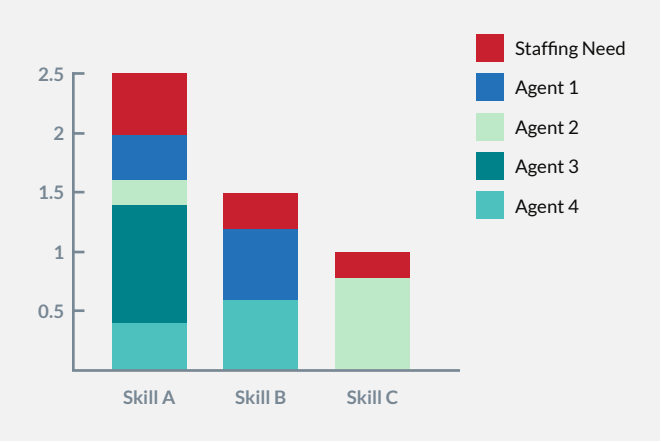
CALABRIO SCHEDULING UPDATED IN REAL TIME

Many WFM vendors take shortcuts to multi-skill scheduling—for example, adding a simulation to their single-skill centric software. But DRA is built into Calabrio WFM to serve multi-skilled customers from the start. With the embedded DRA calculation, the scheduling module takes all multi-skill effects into account: each time an exception is inserted into the schedule (late meetings, sickness, absences, etc.) or the forecast is altered from when the first schedule was produced, the impact on service-level projections is instantly and automatically updated.



Dynamic Resource Allocation

Complex users (i.e. multi- language, multi-skill and multi-channel) require agent cross-skilling in order to achieve higher utilization, amplifying the benefits of DRA. Based on priorities, DRA ensures that resources are automatically optimized across all skill areas to the greatest extent possible.

ACTIONABLE INTELLIGENCE—IN REAL TIME

As soon as a change occurs (and they occur all the time—in forecasted volumes, schedules, etc.) users are instantly and automatically notified of changes to skill-based PSL. This intelligence on net-staffing effect empowers them to take appropriate action to correct under-/over-staffing.

When a contact center is under-/over-staffed, each skill receives a setting for the desired level of under-/over-staffing; e.g. a second priority that determines what happens when "ideal" staffing is achieved. A minor skill may have high priority but when the desired level of staffing is reached, additional resources should not be allocated, even in the case of under-staffing.

As a routing strategy changes in situations of under-staffing, so should the scheduling of resource distribution. During periods of under-staffing, the routing strategy becomes more crucial: the longer a contact "ages" in the queue, the wider the group of agents able to handle the contact type.

DRA IN ACTION: MULTI-SKILLED AGENTS

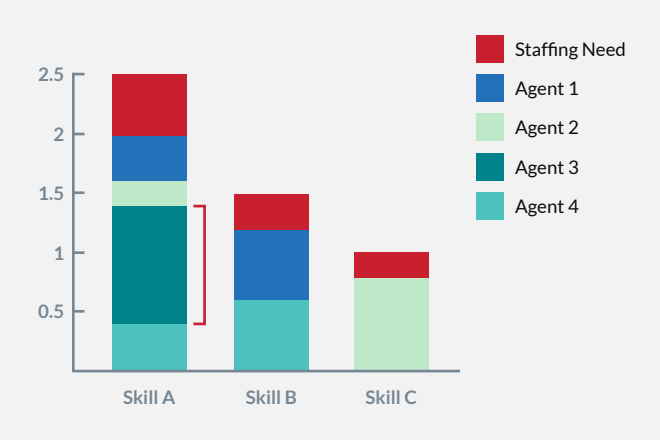
If multi-skilled agents are scheduled, fewer agents are needed. Imagine the following simplified scenario: under-staffing of three skills during a 15-minute interval. Five resources are needed but only four are available.

With DRA and priorities in place, this is immediately resolved: resources are automatically optimized to the greatest extent across all skills.

	Skill A	Skill B	Skill C
Staffing Need	2.5	1.5	1
Agent 1	x	x	
Agent 2	x		x
Agent 3	x		
Agent 4	x	x	

DRA IN ACTION: SICK/ABSENT AGENTS

What happens when an agent becomes sick? In the example below, Agent #3 is sick/absent—will Skill A be significantly compromised due to under-staffing?



What happens when Agent #3 is sick?

KEY DRA CAPABILITIES

- Comprehensive visibility of skill-based resource availability
- Predictive skill-based forecasting
- Real-time skill-based resource optimization

KEY CONTACT CENTER OUTCOMES

- Increased service levels across all channels and skills
- Optimized staffing costs
- Enhanced agent engagement

KEY BUSINESS-LEVEL OUTCOMES

- Improved customer service experiences
- Increased contact center labor efficiency
- Lower agent burnout and turnover costs

CALABRIO™

Calabrio is a trusted ally to leading brands. The digital foundation of a customer-centric contact center, the Calabrio ONE workforce performance suite helps enrich and understand human interactions, empowering your contact center as a brand guardian. We maximize agent performance, exceed customer expectations, and boost workforce efficiency using connected data, AI-fueled analytics, automated workforce management and personalized coaching. Only Calabrio ONE unites workforce optimization (WFO), agent engagement and business intelligence solutions into a true-cloud, fully integrated suite that adapts to your business.

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