

## ServiceSPAN: Work Center Manager (WCM)

### “GETTING THE RIGHT WORK TO THE RIGHT PEOPLE”

Below are a number of features of WCM that build upon each other to provide a best of class capability to distribute work to employees and reduce complexity and effort across all processes in the center. This applies in work centers that have employees dedicated to screening / triage, work centers where employees instead choose the next work they perform, and work centers that have a mix of inbound calls. All such centers can gain efficiencies of as much as 30% by eliminating work distribution decisions.

The context of the features below is:

- WCM is running on one or more data center servers, connected to many applications in your enterprise.
  - o A back-end server connects to your systems
  - o A front-end server provides a browser accessible thin client GUI that users work from at their desktop
- WCM monitors your existing line of business applications for tasks or transactions that require intervention by your employees.
- WCM takes the transaction through an initial workflow before it prioritizes and displays work to the user, this may include accessing information from other applications inside and outside of your company. (e.g. billing, order, repair, inventory and other systems) so your employees don't need to swivel chair between applications.
- WCM displays the work your employee needs to perform in an optimized GUI
- WCM takes decisions made by your employees, and continues a workflow that returns data to your line of business applications, or brings the task to the same or another employee for the next step in the process.
- Workflows may continue for a long duration of time, e.g. it may be expected that another organization is going to perform some work in a line of business application, and that follow-up tasks normally performed by an employee can be additionally automated, or if required, presented back to an employee for a final step (e.g. contacting a customer to confirm acceptance of a new optical circuit)

For the features below, there are employees who perform the manual tasks, and their are supervisors who are responsible for managing those employees.

**Work Visualization and Control:** Supervisors have visibility into the volume and mix of work pending across all their employees and can control the assignment of available talent in real-time to optimize daily results.

**Dynamic Work Assignment:** Takes control of the decisions managers would make about what work each employee in a team should do every minute of the day, and embodies it in a set of business rules called “work strategies”. There can be separate work strategies for many different situations, for example typical days, busy days, weekends, Fridays, the end of the month, escalations and emergencies. WCM then uses these work strategies every minute of the day to determine what work is pushed to your employees so that the right person is doing the right work all day long.

**Multi-Source and Multi-dimensional Prioritization:** WCM uses multiple layers of prioritization and information from multiple sources in your organization to determine priority, so employees need not spend time in their day comparing work sources to decide what work needs to be done next.

By supporting multiple sources, the system will choose between many sources in real-time to match work to an employee. For example, an employee with a language skill (e.g. Spanish) or a product/service skill is matched to the highest priority work across many similar source systems (e.g. 4 different order systems) or dissimilar sources (order, email, repair, etc.) to find matching work.

**Pushing Work to Users:** Instead of users deciding what work to perform next, WCM can distribute work to employee computers in real-time as they finish each item of work. Instead of employees “cherry-picking” the next task they do, work strategies insure employees perform the highest priority work, not the easiest work. This has the effect of insuring work is evenly and fairly distributed to employees of similar job assignment, enhancing job satisfaction.

This feature also helps preserve key talent. Employees with skills in high demand are focused only on work that matches their skill, not unrelated work that is otherwise sitting in the same queue or other work source.

**Interruption:** When users function in a process where their current task can be interrupted either by more urgent work or simply a telephone call, WCM has the ability to notify/prompt an employee or employee(s) to drop what they are doing and respond to newly arriving work in real-time. In addition to interrupting the employee on their current task and placing them on another, features of WCM help them to multi-task effectively between their new and interrupted work task and insuring they can resume their prior task more efficiently when their new task is finished or goes on hold.

**Multi-session / Multi-tasking:** Sometimes there is more work than available talent or other reasons where employees need to juggle multiple unrelated work items at the same time, such as the example above, mixing desktop work with answering inbound calls, or sometimes simply because an employee is more efficient taking several work items through similar steps as a group. As users juggle work items, they can return to their workspace as it was with their original work item with ease.

**Escalation / Notification:** Features within the software offer to prioritize and push ahead work to users that is past due or escalated as part of the normal process, rather than inundate your employees with emails that ultimately increase the time needed to perform all work.

Notification features within the software supplement the above features when needed including interrupting users to take higher priority task (e.g. NRC power alarm received), alerting users an automated task has completed, and more.

**Vacation / Not Available** – Features of the software prevent work from being stranded when employees end their work day.

**Scheduled Task Steps** – A work task can be scheduled, such as a commitment time to return a call to a customer. Such tasks can be picked up by other employees so commitments are kept.

**Prevent Duplicate Work**– Features of the software alert your employees if another employee is currently working on a customer task, directly or indirectly related. Maybe the right person to handle this customer is the other employee. Avoid duplicate work, transfer them.

**ACD Integration:** Blend Inbound/Outbound/ and Desktop work flows together more efficiently with custom ACD integration capabilities. WCM can automatically allocate employees to answer inbound call queues when work swells, and allocate employees to order/repair/email driven desktop work when inbound calls shrink. In addition:

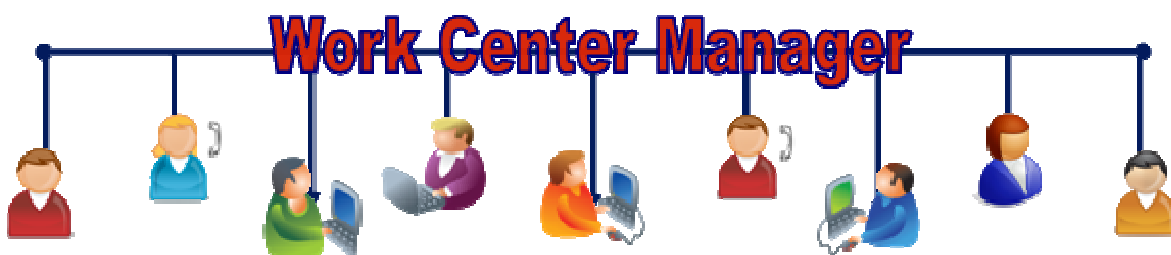
- WCM can direct your ACD to route phone calls to the best choice employee based on what work each employee has active on their desktop.
- WCM can follow rules to open/closing agents, based on their desktop work status/avoid having agents forget to open after completing a task.
- When call volumes are low, WCM inserts desktop work to your agent. For example, a task to respond to emails that is equivalent to the work they perform with inbound callers.
- Preserve key talent. Employees with skills in high demand take less calls un-related to the skills that are bottlenecked.
- Allocate an additional share of calls to employees who are less productive with desktop work. E.g. if they wait for the next call rather than perform non-call work in-between, they can get a higher % of calls.
- Faster call handling. Allow customers and field technicians to request via a web-site to receive a call from your center with the swivel-chair research automatically performed prior to your agent calling them, rather than waiting for your agent to take account numbers and other information verbally, then key into various systems to obtain the information needed to serve the caller.

**Work Shedding, Load Balancing, and Disaster Recovery:** When you have employee resources available at multiple physical locations, WCM can be leveraged to distribute work in a fair and equitable way during a normal work day, and configured to overcome challenges when emergencies occur.

**Accountability / Reports:** WCM measures users every second of the day to provide necessary reporting capabilities that provide a comprehensive productivity report that brings together all work performed across many desktop work sources, email, and ACD calls. The software is careful not to double count time when users are juggling multiple items of work at their desktop. Time is counted to the item that is in focus.

The above is a sub-set of WCM capabilities. It only lists capabilities of getting the right work, to the right person, at the right time. Ask about our many other features to bring visibility, control, efficiency, accountability, and flexibility to work centers.

For more information visit [www.servicespan.net](http://www.servicespan.net) or call 516 576-8000



**GETTING THE RIGHT WORK TO THE RIGHT PEOPLE!!!**