Introducing NICE inContact Workforce Intelligence

Integrating Contact Center Infrastructure and Workforce Optimization for Ideal Performance in the Cloud

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The Contact Center: from Cost Center to Revenue Contributor

Today, many contact centers are still primarily thought of as cost centers. However, forward-thinking contact center executives and managers are working to transform their organizations into entities that deliver outstanding customer experiences while also contributing to topline revenue. Part of this great endeavor is removing manual interventions and inefficient processes that weigh down contact centers and keep them from achieving optimal performance.

A significant factor weighing down the contact center and hindering optimal performance is one that contact centers deal with daily: disconnected workforce optimization (WFO) and contact center infrastructure systems. WFO and ACD/IVR/Dialer infrastructures don't talk to each other, even when purchased from the same vendor. Yes, the infrastructure pushed data to the WFO system, but the WFO system doesn't share information back to the core contact center systems. They are not integrated.

If you are a contact center executive, you've probably come to accept this disconnected world of different data stored in different systems. You know that your team spends precious time manually checking performance, adjusting assignments, and switching activities. You know that agents can miss important cues from customers, and that corrective actions are often lacking and too late to make a difference. You know your contact center has the potential to deliver more timely, proactive service to generate more revenue, but how?

It's time to integrate the core contact center platform and WFO systems. It's time for Workforce Intelligence.

NICE inContact Workforce Intelligence: from Lost Opportunities to Standout Moments

Contact center big-picture objectives are straightforward and nearly universal.

Contact Center Big Picture Objectives:

- Cut operating costs and minimize capital expenditures
- Optimize workforce performance, efficiency, and quality
- Reduce time spent managing complex solutions
- Improve customer experiences, retention, loyalty, and share of wallet
- Increase revenue and customer satisfaction metrics

But, with disconnected infrastructure and WFO systems, the means to these ends can be cumbersome and unnecessarily complicated. The result? Lost opportunities. Instead, contact centers could be creating standout moments.

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Present State: Disconnected Infrastructure and WFO Systems

Let's take a quick look at how things work now. Today, your contact center infrastructure pushes data to your WFO system for scheduling and call monitoring. But that's where the communication ends. In the traditional model there's absolutely no performance data sent from your WFO system to your infrastructure.

Under present conditions, there's no systematic process to update, inform or make the contact center infrastructure smarter. There's no automated process to improve future scheduling, adjust call monitoring, prompt opportunistic outbound calls, or to create new campaigns. There is no way to trigger automatic alerts and actions. Instead, these changes have to be made manually by staff gathering performance data from a multitude of reports and making adjustments all while trying to make the best decisions that will not negatively impact business.

Workforce Intelligence changes all of this.

Future State: Welcome to an Automated, Intelligent Contact Center

Workforce Intelligence provides an intelligent integration between contact center infrastructure and WFO systems. This integration means that the WFO system provides data to the core contact center system. Next, the system responds appropriately and provides direction on what logical decisions and changes should be made for optimal performance.

Think of the WFO system as a collection of sensors – sensors that gather information on the front lines of a contact center's operation. The sensors relay this data to the ACD and, because the WFO and ACD systems are now integrated, the ACD is able to make intelligent changes and send new "marching orders" to the WFO.

Put simply, Workforce Intelligence is an intelligent entity. As a matter of habit it gathers data from the WFO system, like performance and optimal scheduling information, and it responds to changing conditions by adjusting future campaigns and activities.

The upshot of this automated communication, learning, and response is a more powerful, agile, and effective contact center. Workforce Intelligence is empowered to convert lost opportunities to standout moments – for agents, customers, and the contact center as a whole.
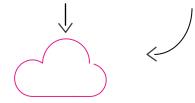
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Introducing NICE inContact Workforce Intelligence

Contact Center Platform   Workforce Optimization   Automatic Actions

Together in the Cloud

Advanced Web-based Cloud Technologies	**Affordable, Flexible, Efficient**	**Always Up-to-date**
Streamlined integration of infrastructure and WFO components	No up-front capital investment, pay as you go; no annual maintenance bills	NICE inContact provides multiple releases every year
Straightforward connections between critical talking points	Scale up and down quickly as needed	With automatic rollout of new features, customer are never stuck with outdated technology
	No costly and lengthy implementations, upgrades, or expansions	New functionality with the click of a button

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Why do You Need Workforce Intelligence?

Standout Moments for Agents: Automated Agent Skilling and Prioritized Call Routing

Imagine the positive results from an integrated system that senses and tracks agent performance with certain channels and specific customer types. The system reports individual KPIs, QM scores, and eLearning ratings. It then adjusts skilling and prioritized call routing to help optimize agent performance.

Perhaps an agent excels with VIPs and performs much better via phone than chat. Workforce Intelligence knows this and proactively prioritizes that agent's calls, helping increase productivity and quality of service. When agents are focused on what they do best, they have standout moments of high engagement and job satisfaction.

Workforce Intelligence simplifies management of complex conditions like multiple channels and agents with varied skills. It automates decisions and actions that previously required manual intervention.

Standout Moments for Customers: Automated Response to Speech Analytics and Post-Call Surveys

Imagine the positive results from a system that senses customer frustration via speech analytics and post-call surveys and adjusts with proactive, personalized, and corrective service. Issues are resolved quickly and efficiently. Customer satisfaction increases and quality ratings go up, as do positive perceptions of the brand and brand loyalty.

Perhaps an agent misses a customer's negative cues of frustration. The customer is disappointed and reports this in a post-call survey. Workforce Intelligence captures these red flags and directs corrective action. The customer receives an apology. This proactive follow up solves the problem while also revealing the customer's interest in a new product.

As a result, the customer is delighted with a proactive brand that listens and cares. Loyalty is strengthened and additional purchases take place. And costs are reduced since quick problem resolution means fewer future calls and complaints. Furthermore, when customers have these kinds of standout moments, they are more likely to make positive comments to friends and many others via social media, which can bring in new customers.

Standout Moments for the Contact Center

Imagine a highly efficient, productive, and proactive contact center that is always listening and constantly responding. It has motivated and engaged agents, managers, and executives who can report back stellar results to the enterprise. Customers' personalized needs are met, and problems are solved more efficiently. The contact center becomes vibrant and is a vital means to serve customers like never before.

Over time, Workforce Intelligence creates sophisticated intelligence across the integrated contact center core infrastructure and WFO systems including custom and evolving agent profiles. This enables broader predictions and honed routing priorities based on expected success with different customer types and service scenarios. And it opens up opportunities for immediate proactive, outbound service to customers based on intelligence from speech analytics or survey results.

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Contact Center Excellence: Becoming an Enterprise Partner

As the contact center evolves, improved outcomes lead to changed perceptions. Executives and managers become real business partners. The contact center is no longer simply a cost center. Instead, it's a hub for customer engagement, interaction, and outstanding service – all while delivering cost efficiency and contributing revenue.

This expanded and elevated role is game changing. Workforce Intelligence makes the entire enterprise more competitive–one with reduced costs, more loyal customers, more revenue, and more growth on the horizon.

NICE inContact: Leading the Way to the Intelligent Contact Center

Backed by the power of NICE inContact CXone™, the world's leading customer experience platform, NICE inContact Workforce Intelligence has the potential to dramatically improve functional operations while making the contact center much more responsive and sophisticated over time. When disconnected systems become connected they share information, learn and get smarter. This concept isn't so new – we find it today in our connected consumer devices. If Apple and Google can connect these devices, shouldn't we expect the same for contact center technology?

NICE inContact has created a new mechanism to extract agent performance metrics from the NICE inContact WFO system and store them in the CXone platform so that the data can be used in reporting and automatic administration of agent skills. The concept is to create the contact center "brain" by bringing together the contact center core with the data and tools in workforce optimization. This new approach can set sensors and triggers for new automatic actions.

With the knowledge of performance and optimal scheduling, Workforce Intelligence can help your contact center automatically adjust to changing conditions.
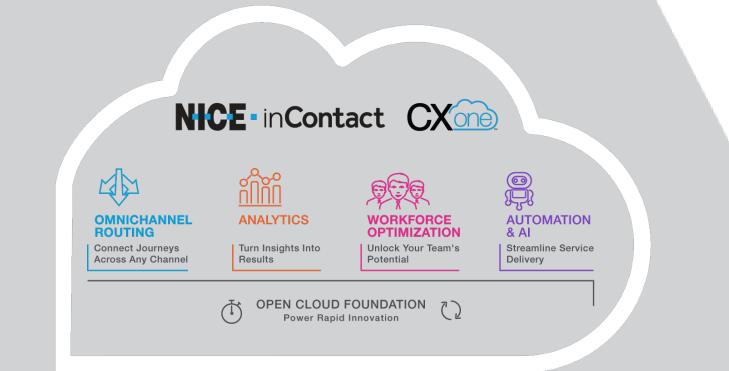
NICE inContact strives to help contact centers maximize potential while also opening up new worlds with connected technology, tools, and solutions. The combination of cloud contact center infrastructure and workforce optimization is a major advantage for organizations that are committed to the highest levels of service and meaningful engagement with their customers.

We work to develop strong, long-term partnerships. Our team is driven to deliver lasting success for our customers, which is why we adhere to a continuous cadence of innovation. It's also why we're leading the way to a more intelligent contact center.

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Transforming One-on-One Experiences in the Contact Center

NICE inContact CXone, the world's #1 cloud customer experience platform, helps organizations be first in their industry by powering exceptional experiences for customers and employees. CXone is the first and only platform unifying best-in-class Omnichannel Routing, Analytics, Workforce Optimization, Automation and Artificial Intelligence –all built on an Open Cloud Foundation. CXone helps organizations of all sizes be first and stay first, empowering your teams to move faster and work smarter. Be the first choice of customers, first to innovate, first choice employer. Only CXone delivers one unified experience, on one cloud native platform, along one proven path, from one leader.

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ABOUT NICE inContact

NICE inContact is the cloud contact center software leader, empowering organizations to provide exceptional customer experiences with the world's #1 cloud customer experience platform, NICE inContact CXone™. CXone combines best-in-class Omnichannel Routing, Workforce Optimization, Analytics, Automation and Artificial Intelligence on an Open Cloud Foundation to help companies act smarter and respond faster to consumer expectations. NICE inContact, a NICE company, is recognized as a market leader by Gartner, IDC, Frost & Sullivan, Ovum and DMG, and serves customers in more than 150 countries, including over 85 of the Fortune 100 companies. www.niceincontact.com

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